

# Textiles and Design

## Section II

25 marks

Attempt Questions 11–13

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

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**Marks**

**Question 11 — Australian Textiles, Clothing, Footwear and Allied Industries**  
(5 marks)

- (a) List TWO current issues that are affecting the restructuring of the Australian Textiles, Clothing, Footwear and Allied Industries. 2

- Government not providing enough money to support company through loans and grants, therefore resulting in loss of jobs & not as much production being produced.

- Other countries dominating market share by producing cheaper exports & imports therefore the Australia find it cheaper to import resulting in loss of consumers for TCF.

- (b) Select ONE target market Teenager 14-17 years old. 3

Outline the place and distribution channels, price structure and promotion strategies for the target market selected.

- distribute shops around shopping malls, cities and small town areas. - where teenager most likely go & where they live.

- the price must be affordable to what the average teenager works for (their pay). It can however extend this price a little due to teenagers wanting whats in, & what the latest trends are due to being committed to pay an extra bit of cash for what they want.

- promotion must be for the time that the product is being advertised. It needs to be up with the trends, simple and colourful.