

# 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.

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

- The use of chemicals been wasted down the drainage system. A filter should be put in, ~~for~~ to filter chemicals used.  
 - The use of machinery taking over jobs/employment for people.

- (b) Select ONE target market Teenagers 3

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

Teenagers clothing can be distributed into shops e.g. Surf shops and clothing stores that influence those teenagers to buy. As most teenagers only have part-time jobs the pricing should stay reasonable so a market is still there for that age. To promote particular clothing for teenagers advertise in Magazines, e.g. - Dolly, girlfriend. Over Radio stations. And TV ads when teenager shows are showing at particular times.