

# 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

\* Cheap imports from undeveloped countries  
 \* child labour etc eg Thailand, ~~Thailand~~  
 Vietnam - creates an impossible market to  
 compete against financially in Australia  
 \* ~~Legislate~~ Government legislated industry  
 environmental concerns - eg cancer, skin protection.

- (b) Select ONE target market ..... children's <sup>clothing</sup> under 10 years old 3

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

\* distribution channels - common retail department  
 stores eg: Big W, Target, K-mart - (family stores) - widely available  
 \* price structure - cheap and affordable - eg  
 shoes under \$15.00 for children, tops around \$10.00  
 \* promotion strategies - advertising in slots of prime time  
 (morning cartoons, afternoon when parents are still at  
 work). As prizes, free samples in shopping malls etc.  
 Using celebrities as promoters