Stage 6 Textiles and Design

# Textiles marketplace

This resource is in three parts. It examines aspects of marketing of textile products. It examines product planning and the product life cycle, place and distribution channels, price structure, promotion strategies and target markets.

## Outcomes

* **H5.1** investigates and describes aspects of marketing in the textile industry
* **H5.2** analyses and discusses the impact of current issues on the Australian textiles industry
* **H6.1** analyses the influence of historical, cultural and contemporary developments of textiles.

[Textiles and Design Stage 6 Syllabus](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/stage-6-learning-areas/technologies/textiles-and-design-syllabus) © NSW Education Standards Authority (NESA) for and on behalf of the Crown in right of the State of New South Wales, 2013.

## Suggested strategies

This resource is adaptable for teachers to use with online platforms such as Google classroom. Links to the videos and websites could be posted for students to access during learning at home. The activities and questions could be set as classwork documents within Google classroom, which the students complete and submit for a grade or feedback. Alternatively, students could receive the activities and questions as worksheets to complete and submit at a later date.

The suggested activities and questions that relate to the listed resources are not an exhaustive list and may be added to or edited to suit your students learning needs.

## Part one – product development

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| --- | --- |
| Focus area | HSC Australian Textile, Clothing, Footwear and Allied Industries |
| Syllabus content | * aspects of marketing of textile products, including:
	+ product planning
	+ place and distribution channels
	+ price structure
	+ promotion strategies
* product life cycle
* target markets
 |
| Resources | [Cutting edge design and product development](https://courses.cit.cornell.edu/cuttingedge/productDev/01prodDev.htm) course |
| Activities and or questions | Product planning1. How does design differ from product development?
2. Outline the process of product development
3. How is price used to classify products?

Price structure1. Outline (provide an overview of) each of the price categories:
	1. budget
	2. moderate
	3. better
	4. bridge
	5. designer
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## Part two – apparel distribution

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| --- | --- |
| Focus area | HSC Australian Textile, Clothing, Footwear and Allied Industries |
| Syllabus content | * aspects of marketing of textile products, including:
	+ product planning
	+ place and distribution channels
	+ price structure
	+ promotion strategies
* product life cycle
* target markets
 |
| Resources | [Cutting edge apparel distribution](https://courses.cit.cornell.edu/cuttingedge/distribution/01.htm) course |
| Activities and or questions | Distribution strategy1. What is a target market?
2. Outline the reasons to choose a mass, selective, or exclusive distribution strategy for your product. Begin by defining each distribution strategy and explaining the benefits and negative aspects of each.
3. Identify a distribution strategy that would be a good choice to market products for a small start-up home furnishings shop and explain why it would be suitable.

Distribution channels1. Outline (provide an overview of) each of the distribution channels:
	1. wholesale
	2. retail
	3. market stall
	4. mail order or catalogue
	5. web based
2. Provide an example of:
	1. an apparel retailer
	2. furnishings retailer
	3. fashion catalogue order only business
	4. web based textile art seller
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## Part three – product life cycle

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| --- | --- |
| Focus area | HSC Australian Textile, Clothing, Footwear and Allied Industries |
| Syllabus content | * aspects of marketing of textile products, including:
	+ product planning
	+ place and distribution channels
	+ price structure
	+ promotion strategies
* product life cycle
* target markets
 |
| Resources | [Cutting edge product life cycle](https://courses.cit.cornell.edu/cuttingedge/lifeCycle/01.htm) course |
| Activities and or questions | 1. Outline (provide an overview of) each stage of the product life cycle
2. List three advantages of line extensions
3. Analyse a current textile item (for example, Chesty Bonds singlet) in terms of where it is in the product life cycle. Outline the product through all the stages of the product life cycle (similar to providing an over view and timeline of the product).
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