

Name \_\_\_\_\_

## From Production to Retail: The Journey of Clothing

### Short Answer Key

1. Quality control ensures that garments meet high standards by identifying and rectifying defects. It ensures that the final product is of good quality.
2. Wholesalers purchase clothing in bulk from manufacturers and distribute it to retailers. Their role is important because they help get clothing to retailers efficiently.
3. Retailers need to understand their target audience's preferences to select clothing items that match their customers' style, size, and budget. This helps in attracting and retaining customers.
4. Clothing labels typically include size, care instructions, brand details, and fabric composition.
5. Customers choose clothing items based on personal style, size, and budget. They may also consider the occasion and current fashion trends.

