

SSAPP2 Buyer

1. Job role

TCF sub-sector	Apparel
Functional area	Merchandise Planning and Buying
Job role	SSAPP2 Buyer
Job role description	Selects and procures apparel products for retail and wholesale distribution. The Buyer analyses market trends, sales data and customer demand to determine which products and quantities should be purchased. The role works closely with merchandise planners, product managers, suppliers and production teams to ensure the right products are sourced at the right price, quality and delivery schedule.
Performance expectations	• Select apparel products aligned with brand strategy and customer demand • Negotiate prices, terms and delivery schedules with suppliers • Develop seasonal buying plans based on merchandise strategies • Monitor sales performance and adjust buying decisions accordingly • Ensure purchased products meet quality and specification standards • Coordinate with sourcing and logistics teams to maintain product availability • Maintain margin and profitability targets • Manage supplier relationships and product supply performance
Specialisation	Apparel sourcing, product selection, supplier negotiation and seasonal buying strategies within fashion retail and brand environments.
Application in other TCF sectors	• Footwear product sourcing and procurement • Textile product purchasing and supply coordination • Uniform and workwear procurement programs • Technical apparel and protective clothing sourcing • Retail product buying across fashion and lifestyle sectors

2. Key tasks and critical work functions

Key tasks	• Develop seasonal buying plans for apparel product ranges • Identify suppliers and negotiate product purchase agreements • Analyse sales data to inform buying decisions • Coordinate product orders and production timelines
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	- Review product samples and approve purchase quantities - Monitor product sales and adjust purchasing strategies - Manage supplier performance and delivery reliability - Maintain buying documentation and purchasing systems
Critical work functions	- Ensuring product ranges align with market demand and brand positioning - Maintaining profitability through effective pricing and purchasing - Balancing product availability with inventory management - Supporting merchandise planning and product strategy - Maintaining reliable supplier relationships - Ensuring product quality and specification compliance

3. Technical skills

Supplier negotiation	Negotiate pricing, terms and delivery agreements.
Merchandise planning	Work with planners to determine product quantities and assortment.
Product sourcing	Identify and evaluate apparel suppliers and manufacturers.
Sales data analysis	Analyse retail sales and demand trends.
Product specification review	Evaluate product samples and technical requirements.
Pricing strategy	Set pricing targets aligned with margin goals.
Supply chain coordination	Coordinate orders with production and logistics teams.
Retail systems	Use merchandising and inventory management software.

4. Generic Skills

Commercial awareness	Understand retail performance, margins and product positioning.
Negotiation	Secure favourable pricing and supplier agreements.
Analytical thinking	Interpret market trends and sales data.
Communication	Coordinate with suppliers and internal teams.
Decision making	Select products and suppliers based on strategic criteria.
Organisation	Manage buying calendars and supplier communications.

5. Emerging skills

Emerging skills	- Data-driven retail demand forecasting - Digital supplier management platforms - Sustainable sourcing and responsible procurement - AI-assisted merchandising and buying analytics - Integration of retail planning and supply chain systems
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6. VET Qualifications and Skill Sets

Entry-level preparation	MSTSS00021 Textiles, Clothing and Footwear Buying Skill Set
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Advanced development	MST60122 Advanced Diploma of Apparel, Fashion and Textiles
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7. Job progression

Possible job progression	Assistant Buyer → Buyer → Senior Buyer → Buying Manager / Head of Merchandise
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8. Classification

Australian Qualifications Framework	AQF Level 4-6
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1-2 - Retail / Merchandise Buyer
Open Source Classification of Occupations for Australia (OSCA)	Buyer - Apparel Retail and Merchandising



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