

Supply Chain Principle 3 in Action: Cold Chain Examples

Demand Signal	Cold Chain Application (Frozen/Chill)	How It Improves Planning
POS Data from QSR Chains	Frozen French fries or chicken nuggets in high-demand outlets (e.g., McDonald's, Domino's)	Spike in POS sales auto-triggers replenishment to branches servicing those stores
Primary B2B Sales from Branches to HORECA	Chill items like cheese blocks, cream, paneer for hotels, bakeries	ERP captures sales outflow from branches → triggers weekly replenishment at mother warehouse
Consumption Patterns during Festive/Seasonal Peaks	Frozen desserts, ready meals increase during summer and festive periods	Pre-season build-up and phased stock allocation to top-selling zones (e.g., Goa, Bangalore in summer)
Dispatch Trends to Branches	Dispatch logs showing higher off-take of chilled dairy to metro vs. Tier 2 cities	Planning team increases mother warehouse inventory for metro branches; reduces it elsewhere
Event-Based Demand	Cricket finals, Diwali week, Valentine's Day	Temporary surge of chill beverages, frozen snacks; planned via predictive analytics based on historical demand
Temperature-Triggered Buying	Spike in cold beverage or yogurt orders in April–May heatwave	AI/ML models forecast weather-linked demand and realign stock dispatch dynamically
Promotion-Driven Uplift	Buy-1-get-1-free offers at modern trade stores for frozen pizzas	Forecast uplift impact per region → supply buffer stock to avoid out-of-stock