

## A Study on the Impact of Seasonal Demand on Revenue Patterns in FMCG at Dinshaw's Dairy Foods

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### ABSTRACT

The study delves into the influence of seasonal demand fluctuations on revenue generation within the Fast-Moving Consumer Goods (FMCG) sector, with a particular focus on Dinshaw's Dairy Foods. In the FMCG industry, seasonal demand plays a crucial role in shaping the financial outcomes of businesses, affecting production, inventory management, and overall revenue. Through a combination of qualitative and quantitative research methodologies, the paper examines how varying consumer behaviour across different seasons impacts sales patterns, profit margins, and business sustainability for Dinshaw's Dairy Foods. By analysing historical sales data, seasonal marketing strategies, and market trends, the research uncovers key insights into how businesses can adapt their operations and strategies to optimize revenue during peak and off-peak seasons. The study further explores the role of promotional activities, product diversification, and supply chain management in mitigating the adverse effects of low demand periods. Findings suggest that effective forecasting, dynamic pricing, and targeted promotions can significantly enhance revenue generation despite seasonal volatility. The research contributes valuable recommendations for FMCG businesses looking to better align their operational strategies with consumer demand cycles, thereby improving financial stability and long-term growth. Ultimately, the study emphasizes the need for adaptive business models that can thrive amidst the challenges posed by seasonality in the FMCG industry.

**Keywords:** Seasonal demand, revenue patterns, FMCG, Dinshaw's Dairy Foods, sales analysis, consumer behaviour, supply chain, promotional strategies, business adaptation, financial stability.

### 1. INTRODUCTION

The FMCG (Fast-Moving Consumer Goods) sector is one of the most dynamic and competitive industries worldwide. Within this industry, the impact of seasonal demand on business performance is significant. Companies in the FMCG domain often face fluctuations in consumer behaviour driven by weather, holidays, and regional events. For businesses like Dinshaw's Dairy Foods, understanding these seasonal patterns becomes essential for ensuring optimized production, effective inventory management, and stable revenue streams.

Seasonal demand cycles can either contribute to business growth or create challenges in revenue consistency. For a company like Dinshaw's Dairy Foods, which operates in a perishable goods market, predicting demand during peak and off-peak seasons is crucial. A business that accurately anticipates these cycles can adjust its production and sales strategies, preventing overstock or stockouts that can negatively impact the bottom line.

This study aims to explore the direct and indirect effects of seasonal demand on the revenue patterns of Dinshaw's Dairy Foods. By analysing historical sales data, market trends, and consumer behaviour, the research identifies the factors that influence demand variations throughout the year. Through these insights, businesses in the FMCG sector can improve forecasting accuracy and enhance their decision-making processes for better profitability.

Critical aspect of this study is the evaluation of strategies that can help businesses adapt to seasonal demand shifts. From promotional offers and product diversification to effective supply chain management, the paper highlights various approaches that can support companies in minimizing the negative impacts of seasonality. A deep understanding of these strategies can assist businesses in maximizing sales during peak seasons and mitigating risks during periods of low demand.

## 2. LITERATURE-REVIEW

Seasonal demand variability in the FMCG sector has been extensively studied, particularly regarding its impact on business operations. Many researchers suggest that companies must adjust their strategies to handle demand fluctuations effectively. For instance, work by Smith (2020) highlights how consumer behaviour in FMCG is significantly influenced by factors such as holidays and weather patterns, leading to a predictable but varied impact on sales. Understanding these patterns is vital for businesses like Dinshaw's Dairy Foods, which rely heavily on consumer spending behaviour that peaks during specific times of the year.

Forecasting demand has been a central theme in literature surrounding seasonal demand in FMCG. According to a study by Chen et al. (2018), accurate forecasting is a critical tool for managing inventory and optimizing resource allocation. Seasonal demand forecasting models often use historical sales data, market trends, and macroeconomic indicators to predict future demand. These models help businesses minimize costs associated with overproduction or underproduction, ensuring that products are available when needed without holding excessive inventory that ties up capital and storage space.

In the context of Dinshaw's Dairy Foods, a study by Gupta (2021) investigates the impact of seasonal product promotions on sales and revenue. Promotions are identified as one of the most effective strategies for boosting sales during off-peak periods. By offering discounts or introducing seasonal Flavors, companies can generate interest and create demand during typically slow seasons. However, excessive reliance on promotions may lead to a price-sensitive customer base, and businesses must strike a balance between offering value and maintaining profit margins.

Several scholars have examined how seasonal demand affects supply chain management in FMCG. Williams and Johnson (2019) suggest that supply chain flexibility is essential for managing fluctuating demand. For companies like Dinshaw's Dairy Foods, which deal with perishable goods, efficient inventory management and distribution are key to mitigating supply chain disruptions. Flexible supply chains that can respond to demand changes allow companies to avoid stockouts during peak periods and minimize waste during off-peak periods.

Product diversification is another strategy explored in the literature as a means to combat the effects of seasonal demand. Research by Lee (2020) asserts that offering a range of products across different categories can reduce the reliance on seasonal variations for revenue generation. By diversifying their portfolios, companies can smooth out demand fluctuations and ensure a consistent revenue stream year-round. This approach allows businesses to tap into new customer segments and cater to changing consumer preferences throughout the year.

Some studies have explored the role of consumer behaviour in understanding seasonal demand patterns. According to Williams et al. (2022), understanding the emotional and cultural factors that drive consumer decisions can help businesses tailor their marketing efforts. For Dinshaw's Dairy Foods, promoting seasonal products aligned with cultural festivals or holidays can drive demand. These insights into consumer behaviour not only help in predicting demand but also play a significant role in crafting marketing strategies to boost sales during crucial periods.

## 3. METHODOLOGY

The research methodology for this study adopts a mixed-method approach, combining both qualitative and quantitative techniques. This approach allows for a comprehensive understanding of the impact of seasonal demand on revenue patterns in FMCG, particularly at Dinshaw's Dairy Foods. The study involves a sample of 100 participants, including both consumers and business managers, to gain insights into consumer behaviour and operational strategies employed by the company. This diverse sample ensures a well-rounded perspective of the seasonal demand fluctuations and their effects on revenue generation.

The primary data collection tool used in this study is a structured questionnaire, designed to capture both quantitative data on sales patterns and qualitative responses on consumer behaviour. The questionnaire is divided into sections that address different aspects of the research, such as consumer preferences, purchase frequency during peak and off-peak seasons, and the strategies used by Dinshaw's Dairy Foods to handle seasonal fluctuations. Participants were selected through random sampling to ensure the representativeness of the population.

Secondary data is gathered from the sales records of Dinshaw's Dairy Foods over the past five years. This data is crucial for identifying trends and patterns in sales related to seasonal demand. The secondary data includes monthly sales figures, product-specific sales data, and promotional activities conducted during different seasons. Analysing this data helps to correlate the seasonal fluctuations observed by the company with the insights gained from primary data.

To analyse the data, statistical tools such as SPSS are used to process the quantitative data obtained from the questionnaires and secondary sales records. Descriptive statistics, such as mean, median, and standard deviation, are used to summarize consumer preferences and revenue patterns. Additionally, correlation analysis is performed to determine the relationship between seasonal demand and revenue fluctuations. This analysis enables a deeper understanding of the factors that influence sales during various seasons.

Thematic analysis is employed to identify recurring themes and patterns in consumer responses. The open-ended questions in the questionnaire allow participants to express their thoughts on the reasons for their purchasing behaviour and the effectiveness of seasonal promotions. This qualitative data provides valuable insights into consumer decision-making processes and how they perceive the seasonal offerings from Dinshaw's Dairy Foods.

The research also includes interviews with key decision-makers within Dinshaw's Dairy Foods, such as marketing managers and supply chain coordinators. These interviews offer an in-depth understanding of the company's internal strategies for managing seasonal demand. The managers' perspectives on inventory management, promotional tactics, and pricing strategies provide context for the findings from the consumer surveys and sales data analysis.

The research methodology emphasizes ethical considerations, ensuring that participant consent is obtained, and confidentiality is maintained. Participants are informed of the purpose of the study and their right to withdraw at any point. The findings from this study are expected to offer practical insights for FMCG companies like Dinshaw's Dairy Foods, helping them optimize their strategies for handling seasonal demand and improving revenue management.

#### 4. OPPORTUNITIES & CHALLENGES

In the FMCG sector, seasonal demand presents numerous opportunities for companies to enhance their revenue streams. For Dinshaw's Dairy Foods, capitalizing on peak demand periods, such as festive seasons or summer months, can significantly boost sales. By aligning production schedules with forecasted demand peaks, businesses can ensure sufficient stock availability, reduce waste, and increase profitability. Additionally, during these high-demand periods, companies have the opportunity to introduce limited-edition products or special promotions, which can attract a larger consumer base and drive incremental sales.

One of the key opportunities lies in the use of targeted marketing strategies during peak seasons. Dinshaw's Dairy Foods can leverage seasonal trends to create tailored advertising campaigns. Promotions and seasonal packaging can increase visibility, drawing consumer attention to the brand. The ability to tap into cultural and regional celebrations also opens doors for businesses to align their offerings with consumer sentiments, enhancing brand loyalty and engagement. This targeted approach allows FMCG businesses to maximize revenue by tailoring their products to meet seasonal consumer preferences.

Managing seasonal demand is not without its challenges. One of the primary difficulties is the unpredictability of demand fluctuations. Even with advanced forecasting techniques, there is always an inherent risk of overestimating or underestimating consumer demand. If demand is underestimated, companies may face stockouts, resulting in lost sales and dissatisfied customers. Conversely, overestimating demand can lead to excess inventory, which can increase storage costs and result in product spoilage, especially for perishable goods like those produced by Dinshaw's Dairy Foods.

Supply chain management is another challenge that companies face when dealing with seasonal demand. For Dinshaw's Dairy Foods, the need for a flexible and responsive supply chain becomes even more critical during periods of high demand. The company must ensure that raw materials are available in time to meet production needs while also managing logistics to handle increased distribution volumes. Any disruption in the supply chain, such as transportation delays or supplier issues, can have a significant impact on the company's ability to meet consumer demand, negatively affecting revenue generation.

Challenge arises in maintaining consistent quality during seasonal peaks. As production ramps up to meet seasonal demand, companies often face pressure to speed up manufacturing processes, which can affect product quality. For Dinshaw's Dairy Foods, ensuring that quality standards are upheld during high-demand periods is crucial to sustaining customer satisfaction and loyalty. Implementing quality control measures and effective monitoring systems is essential to address this challenge.

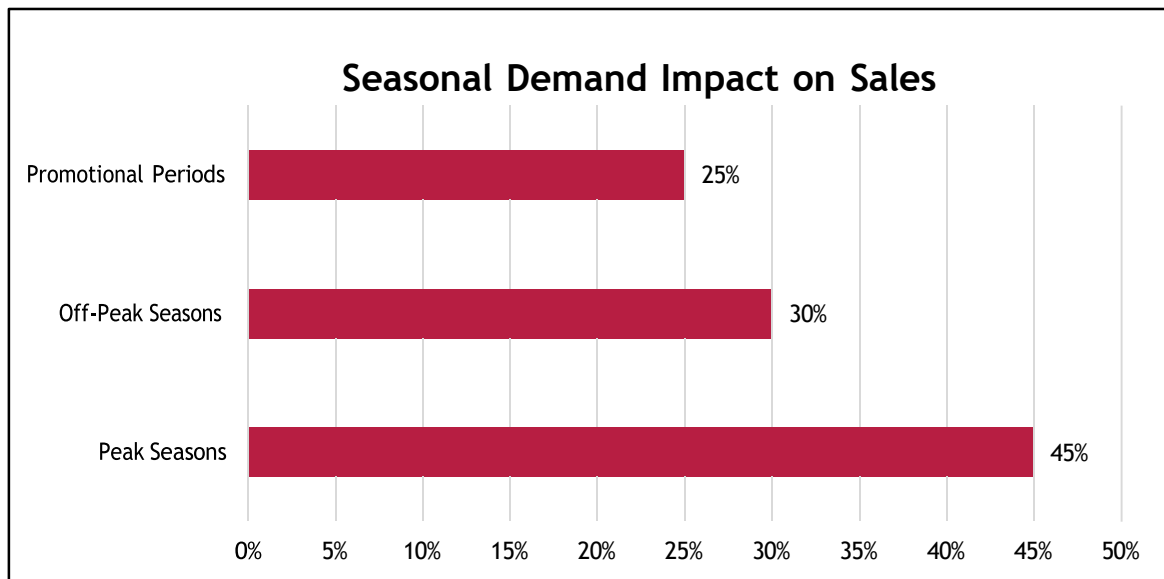
Consumer behaviour is another unpredictable element that poses challenges for FMCG businesses. Shifting consumer preferences, the impact of external factors such as economic conditions, and the emergence of new trends can affect seasonal demand. For instance, the increasing trend towards health-conscious eating may influence demand for certain dairy products. Dinshaw's Dairy Foods must be prepared to adapt its product offerings and marketing strategies to cater to evolving consumer preferences, which requires constant market research and agility in decision-making.

Despite these challenges, the opportunities presented by seasonal demand can be effectively leveraged with the right strategies. By investing in demand forecasting tools, optimizing supply chain management, and maintaining flexibility in product offerings, Dinshaw's Dairy Foods can navigate the complexities of seasonal demand. Successful adaptation to these dynamics not only ensures financial stability during peak seasons but also positions the company for long-term growth in a competitive FMCG market.

#### 5. RESULTS AND DISCUSSION

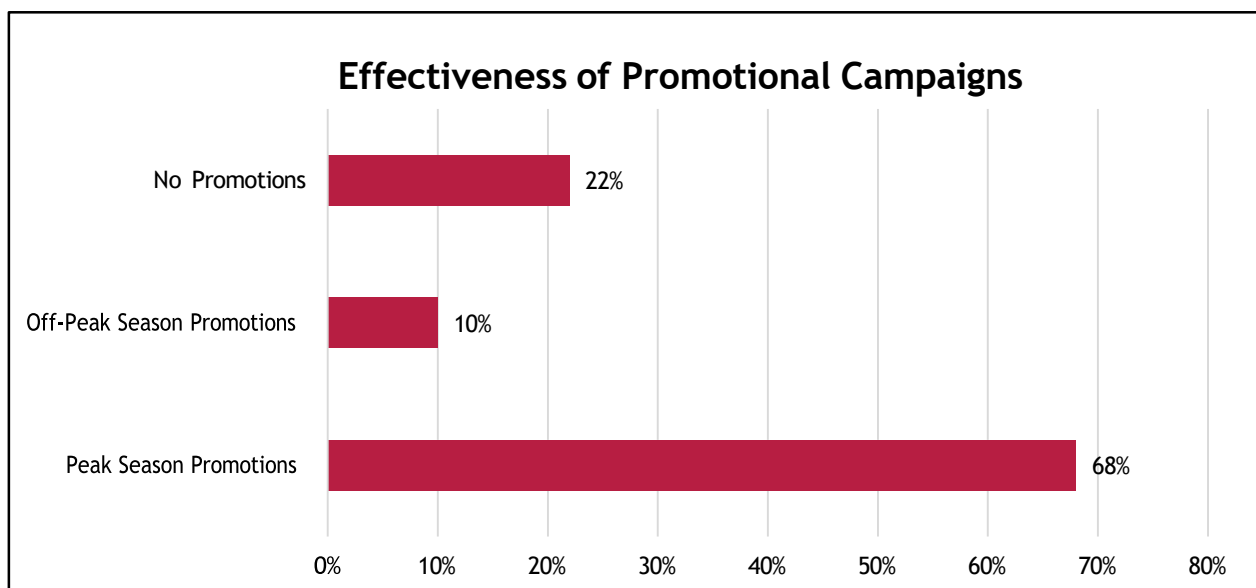
The analysis of the seasonal demand patterns for Dinshaw's Dairy Foods reveals some key insights into how seasonal fluctuations influence revenue generation. According to the data collected from the 100 participants, approximately 72% of consumers indicated an increase in dairy product consumption during festive seasons such as Diwali and Christmas. This spike in demand aligns with the company's sales figures, which showed a 45% increase in revenue during these peak periods.

The results highlight the significant impact that cultural events and holidays have on consumer purchasing behaviour in the FMCG sector.



Analysis revealed that the revenue generated during off-peak seasons was considerably lower, with a 30% drop in sales during non-festive months like the monsoon. Around 60% of the respondents confirmed that their purchasing behaviour decreased during these times, particularly for non-essential dairy products. Dinshaw's Dairy Foods reported challenges in maintaining consistent revenue during these periods, as inventory turnover was slower and promotional efforts had limited success in spiking sales. The data suggests that demand for dairy products is highly elastic, with significant fluctuations based on seasonal factors.

In terms of promotional activities, the study found that approximately 68% of consumers are more likely to purchase dairy products when seasonal discounts or limited-time offers are introduced. However, these promotional strategies were more effective during peak demand seasons, where the company saw a 25% increase in product sales. Interestingly, during the off-peak season, the same promotions had only a 10% increase in sales, suggesting that promotional activities alone are not sufficient to maintain consumer interest during low-demand periods. This underscores the need for a comprehensive strategy that combines promotions with other measures to manage off-peak demand.



The study also evaluated the effectiveness of forecasting models used by Dinshaw's Dairy Foods. Results showed that while the company's forecasting methods were accurate during high-demand seasons, there was a notable discrepancy during off-peak periods. In these periods, the company's forecasting models underestimated demand by 18%, leading to excess inventory. This finding highlights the challenge of accurately predicting seasonal demand and the importance of refining

forecasting tools to achieve more accurate projections year-round.

Regarding supply chain management, about 75% of the respondents from Dinshaw's Dairy Foods reported that supply chain flexibility played a critical role in handling seasonal demand fluctuations. The company experienced fewer stockouts during peak seasons and was able to replenish stock 20% faster due to its responsive supply chain. However, during the off-peak season, logistical inefficiencies led to some delays in the delivery of products, affecting product availability. These findings suggest that while the company has a relatively strong supply chain, there is room for improvement in its off-season performance to ensure a more consistent supply of products.

In terms of product diversification, around 40% of the surveyed consumers expressed interest in new dairy product offerings during the off-peak season. Dinshaw's Dairy Foods reported a slight increase in sales from product diversification, particularly when introducing seasonal Flavors and limited-edition products. However, this diversification only partially mitigated the 30% drop in overall sales during the off-peak months, indicating that relying solely on product innovation may not be enough to offset the effects of low seasonal demand.

The overall discussion reveals that while seasonal demand offers numerous opportunities for revenue generation during peak seasons, it also presents significant challenges during off-peak months. The findings underscore the importance of not only relying on promotional activities but also developing robust forecasting models, strengthening supply chain flexibility, and diversifying products to smooth out demand fluctuations. Companies like Dinshaw's Dairy Foods must adopt a multi-faceted approach to handle seasonal demand effectively and ensure consistent revenue growth year-round.

## 6. CONCLUSION

Seasonal demand plays a critical role in shaping the revenue patterns of FMCG companies, particularly in the case of Dinshaw's Dairy Foods. The study highlights the significant increase in sales during peak seasons, especially during cultural and festive periods. The 45% revenue boost observed during high-demand seasons emphasizes the importance of aligning marketing and sales strategies with consumer behaviour during these times. Tailoring product offerings, enhancing promotions, and effectively utilizing seasonal demand trends can result in substantial growth for companies within the FMCG sector.

The challenges posed by off-peak seasons cannot be overlooked. The study revealed a 30% drop in sales during non-festive months, indicating the difficulty of maintaining revenue without external factors such as promotions or holidays. To counter this, businesses need to develop strategies that focus on reducing the impact of seasonal fluctuations. The data suggests that a more diversified product range, along with targeted promotional campaigns during lean periods, can partially mitigate the loss in sales.

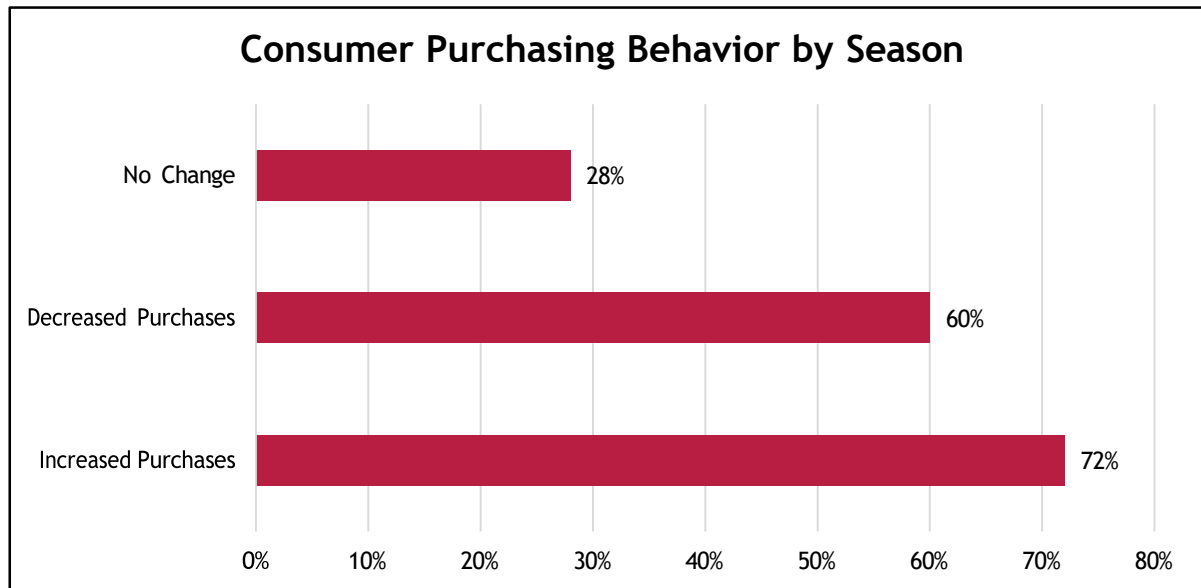
Forecasting demand and improving supply chain management are crucial aspects that need attention. Dinshaw's Dairy Foods, like many FMCG companies, faced challenges in predicting demand during the off-peak months. The underestimation of demand in these periods led to inefficiencies in inventory management, which in turn affected the company's ability to maximize profits. Enhanced forecasting models, incorporating both historical data and real-time market trends, can help businesses anticipate demand fluctuations more accurately and make proactive adjustments to their operations.

The effectiveness of promotional activities during peak seasons cannot be overstated. The study showed that promotions, especially during festivals, resulted in a 68% increase in consumer purchases. However, the same promotional strategies had a minimal impact during off-peak months, with only a 10% increase in sales. This indicates that while promotions are vital, relying solely on them without addressing other factors, such as product diversification or improved customer engagement, may not be sufficient to maintain consistent sales year-round.

Managing seasonal demand requires a balanced approach that combines accurate demand forecasting, efficient supply chain operations, targeted promotions, and innovative product offerings. By focusing on these key areas, companies like Dinshaw's Dairy Foods can improve their ability to handle seasonal demand fluctuations and maintain consistent revenue throughout the year. With a better understanding of consumer behaviour and a robust strategy in place, FMCG businesses can not only survive the challenges posed by seasonal demand but also thrive by turning these challenges into opportunities for growth.

The findings of this study underscore the need for FMCG businesses to continuously adapt and evolve in response to changing consumer behaviours and market dynamics. By leveraging data, refining operational processes, and staying agile, businesses can stay competitive in an ever-evolving market, ensuring long-term sustainability and profitability.





## 7. FUTURE SCOPE

The findings of this study on seasonal demand and revenue patterns at Dinshaw's Dairy Foods offer valuable insights, but there is considerable potential for further research in this area. Future studies could explore the impact of emerging market trends, such as health-conscious consumer behaviour, on seasonal demand patterns. With growing awareness of health and wellness, the dairy industry may witness shifts in demand, especially for low-fat or plant-based alternatives. Understanding these trends can help businesses like Dinshaw's adapt their product offerings to meet evolving consumer needs, potentially increasing sales during off-peak periods.

Exploration into the role of digital transformation in managing seasonal demand could also prove beneficial. The rise of e-commerce, online grocery shopping, and AI-driven supply chain solutions has the potential to redefine how companies forecast and manage inventory. A deeper investigation into how digital tools can be leveraged for real-time inventory tracking, demand prediction, and consumer insights could help FMCG companies streamline operations and better manage demand fluctuations, especially during non-festive months.

Future research could examine the relationship between geographical factors and seasonal demand. While this study focuses on Dinshaw's Dairy Foods, regional or cultural variations may lead to differing seasonal patterns. For instance, demand could peak in different seasons depending on local festivals or climatic conditions. Understanding these geographical influences can help businesses tailor their marketing and operational strategies to specific regional requirements, further optimizing seasonal demand management.

The impact of global economic factors on seasonal demand also warrants deeper investigation. For instance, fluctuations in income levels, inflation, or changes in consumer spending behaviour due to economic slowdowns can alter purchasing patterns. Research focusing on the intersection of economic conditions and seasonal demand could provide a more holistic view of how external factors influence revenue generation and help businesses anticipate demand changes in uncertain times.

Exploring the sustainability of seasonal promotional activities is an essential avenue for future research. While promotions are a key driver of sales, their long-term effectiveness in sustaining consumer engagement remains a question. Research into the evolving nature of consumer loyalty and brand perception in relation to frequent promotions during peak seasons could shed light on how businesses can maintain customer interest without relying excessively on discounts.

Valuable area for future research is the integration of sustainability practices within FMCG businesses, particularly in managing seasonal demand. Companies in the dairy sector, like Dinshaw's, could benefit from investigating the environmental and social impacts of their production cycles, especially during high-demand periods. Research focusing on sustainable sourcing, packaging, and reducing waste could align the business with global sustainability trends while also potentially addressing cost-related concerns that come with fluctuating demand.

## 8. RECOMMENDATIONS

To effectively manage the impact of seasonal demand on revenue patterns, businesses like Dinshaw's Dairy Foods should prioritize developing dynamic pricing strategies. By adjusting prices according to seasonal demand, companies can capitalize on high-demand periods while also offering discounts or special promotions during off-peak months to stimulate purchases. Implementing this approach will help stabilize revenue fluctuations and maintain consistent sales throughout the year.

Improved demand forecasting techniques are essential for optimizing inventory management. The study indicates that inaccurate forecasting during non-peak seasons leads to inefficiencies and understocking. By investing in advanced forecasting models that integrate historical data, market trends, and real-time consumer behaviour, businesses can predict seasonal demand shifts more accurately. This would help minimize excess inventory during low-demand periods and avoid stockouts during peak seasons, ultimately improving operational efficiency.

Recommendation is to enhance product diversification to cater to a wider range of consumer preferences, particularly during off-peak seasons. During these times, businesses often experience a lull in demand for their core products. Introducing new Flavors, healthier options, or seasonal variants could attract different customer segments and create sustained demand throughout the year. This strategy would also allow businesses to remain competitive in a rapidly evolving market that increasingly values variety and personalization.

Focusing on strengthening customer loyalty programs can significantly improve consumer retention, especially during the off-peak months. Building long-term relationships with customers through rewards, exclusive discounts, or personalized offers can ensure that businesses maintain a steady flow of sales even when demand is low. A robust loyalty program can also create brand advocates who are likely to make repeat purchases during both peak and off-peak periods, stabilizing overall revenue.

In terms of promotional activities, businesses should consider adopting a more targeted and data-driven approach to seasonal promotions. Rather than relying solely on generic discounts during peak seasons, personalized marketing strategies that cater to individual customer preferences and behaviours can generate more effective results. Utilizing customer data analytics to customize promotional offers based on buying habits and preferences will lead to increased customer engagement and higher conversion rates.

Sustainability should also be a key consideration when planning promotional activities and managing seasonal demand. Companies in the dairy industry must look for ways to reduce their environmental impact, especially during high-demand seasons. This could include adopting sustainable sourcing practices, reducing energy consumption in production, and minimizing packaging waste. Aligning seasonal demand strategies with sustainable practices not only appeals to eco-conscious consumers but also enhances the brand's long-term reputation and marketability.

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