Project Title: HandsMenThreads CRM – Salesforce-Powered Fashion Retail Management Suite

Created by: Arshia Nooraien Mohamad

1. Pitch Presentation

Problem

HandsMenThreads, a fast-growing men's fashion brand, previously relied on manual processes to manage customers, orders, and inventory. Orders were tracked in spreadsheets, product stock levels were updated manually, and loyalty points were recorded inconsistently. This resulted in several inefficiencies across the retail workflow:

- Lost or duplicated customer records

- Frequent inventory mismatches and overselling

- No centralized visibility into sales performance

- Delayed or inaccurate communication with customers

- No monitoring of marketing campaign effectiveness

- No structured loyalty program to retain customers

As order volumes increased, these manual operations became unsustainable and error-prone, negatively impacting customer satisfaction and limiting growth.

Solution

The proposed solution is a **Salesforce Lightning CRM tailored specifically for a retail fashion business**. The HandsMenThreads CRM automates and centralizes:

- Customer management

- Order creation & tracking

- Inventory control

- Loyalty program calculations

- Marketing campaign tracking

- Retail analytics through dashboards

- Low-stock alerts and sales notifications

The system includes custom objects such as Customer__c, Product__c, Order__c, Order_Item__c, and Marketing_Campaign__c. Backend logic leverages Apex triggers for stock deduction, loyalty calculations, and order total computation. Salesforce Flows automate notifications, low-stock alerts, and order confirmation emails.

This solution digitizes the entire retail lifecycle—from browsing products to final delivery—while ensuring accuracy, efficiency, and scalability.

Business Value

By implementing Salesforce CRM, HandsMenThreads gains:

- **Operational Efficiency:** No more manual spreadsheets; real-time automation reduces labor hours and human error.

- **Inventory Accuracy:** Stock levels update automatically, eliminating overselling and improving customer satisfaction.

- **Customer Retention:** Loyalty points and tier-based rewards increase repeat purchases.

- **Data-Driven Decisions:** Reports and dashboards allow the brand to understand trends, optimize stock, and measure campaign success.

- **Scalability:** The platform easily adapts to new retail channels such as e-commerce websites, marketplaces, and physical stores.

Overall, the CRM transforms HandsMenThreads from a manually run operation into a digitally optimized retail business.

2. Demo Walkthrough

Setup

The Salesforce org was configured with appropriate business hours, company information, fiscal year settings, and user roles including Admin, Sales Executive, Inventory Manager, and Marketing Manager. Each role received customized page layouts and permissions.

Data Model Presentation

The demo showcased custom objects essential for retail operations:

- **Customer__c:** Stores contact details, lifetime value, loyalty tier, and spending history.

- **Product__c:** Contains pricing, SKU, category, and stock levels.

- **Order__c & Order_Item__c:** Capture order details and product line items.

- **Marketing_Campaign__c:** Tracks promotions and campaign influence.

Relationships were demonstrated visually through Schema Builder.

Automation Demo

The following business processes were demonstrated live:

Apex Automations

- **Order Total Trigger:** Calculates totals dynamically.

- **Stock Deduction Trigger:** Reduces stock on order creation; prevents negative inventory.

- **Loyalty Trigger:** Adds loyalty points automatically on delivered orders.

Flow Automations

- Order confirmation emails

- Low-stock alerts

- Inventory notifications

- Dynamic field visibility

These automations showcased real-time responses to business events.

UI Walkthrough

The demo included:

- Custom Lightning Home Pages

- Order Management KANBAN Board

- Product Inventory Dashboard

- Customer Loyalty Summary Panel

- Utility Bar for quick record creation

The intuitive interface was designed for speed and ease of use.

3. Feedback Collection

Monitored Metrics

HandsMenThreads leadership identified new KPIs to track:

- Monthly revenue growth

- Product-wise sales performance

- Customer retention and loyalty tier distribution

- Low-stock patterns

- Campaign ROI

Stakeholder Feedback

- **Sales Executives:** Loved the automated order totals and fewer manual steps.

- **Inventory Manager:** Appreciated accurate stock updates and low-stock alerts.

- **Marketing Team:** Found campaign dashboards extremely helpful.

- **Business Owner:** Impressed by scalability and data accuracy, requested integration with WhatsApp in the next phase.

Feedback indicated strong user adoption and enthusiasm for CRM-driven operations.

4. Handoff Documentation

Architecture

The final documentation included diagrams explaining:

- Salesforce custom objects

- Apex architecture for stock, loyalty, and order logic

- Flow-based notification system

- Role hierarchy and sharing model

Security

The CRM was configured with:

- Object-level and field-level security

- Permission sets

- OWD rules ensuring customer privacy

- Admin-only access to sensitive financial data

Data Handling

Handoff notes outlined:

- Bulk import procedures

- Weekly backup strategy

- Duplicate prevention rules

- Data cleanup routine

Reporting

Report documentation explained how to:

- Generate sales trends

- Track loyalty growth

- Monitor inventory performance

- Evaluate marketing campaigns

This ensures the business can independently maintain and expand the CRM.

5. GitHub/Portfolio Showcase

Project Title:

HandsMenThreads CRM – Salesforce-Powered Retail Management System

Highlights

- Complete retail CRM design

- Custom objects for products, orders, and campaigns

- Apex automation for stock & loyalty

- Flows for communication and alerts

- Custom dashboards for retail intelligence

Skills Demonstrated

- Data modeling

- Salesforce Flows

- Apex triggers & classes

- Role-based security

- Lightning UI customization

- Reporting & Dashboard creation

- Integration setup

Impact

- Reduced operational overhead

- Improved inventory accuracy

- Enhanced customer engagement

- Strengthened data-driven marketing

- Higher customer retention via loyalty

(If you want, I can generate a GitHub README for this.)

Conclusion

The HandsMenThreads CRM was successfully developed, demonstrated, and documented. By digitizing the entire retail operation in Salesforce, the business now benefits from real-time insights,

automation-driven efficiency, and consistent customer experiences. The CRM is scalable for future integrations like e-commerce, WhatsApp messaging, and supplier portals.

HandsMenThreads has evolved into a modern, intelligent, and fully data-driven fashion retail brand.

GitHub Link : https://github.com/22102A040534/HandsMenThread.git

Demo Video Link :

https://drive.google.com/file/d/1ted0oqN60_lXHcfLrEw0jOTwNheEAD5/view?usp=drive_link