Project Title: HandsMen Threads – Elevating the Art of Sophistication in Men's Fashion

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## Salesforce Virtual Internship

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**1. Abstract**

HandsMen Threads leverages Salesforce CRM to build a centralized platform that streamlines custom tailoring workflows, enhances customer engagement, and optimizes order and inventory operations. The solution incorporates custom objects, validation rules, flows, email automation, and Apex logic to deliver seamless, scalable business processes (rooted in hands‑on internship best practices).

**2. Business Objective & Use Case**

The platform automates key use cases:

* Sending **order confirmation emails** immediately when an order status changes to "Confirmed"
* Updating **customer loyalty tiers** based on total purchases via scheduled processing
* Sending **low-stock alerts** to inventory managers when stock drops below a threshold (e.g. 5 units)
* Executing **midnight batch jobs** to reconcile financials and adjust inventory across orders

**3. Data Model & Custom App Structure**

You created a custom Lightning App (“HandsMen Threads”) incorporating:

**Custom Objects:**

* HandsMen Customer – stores customer information including email, name, total purchases, loyalty status
* HandsMen Product – captures SKU, price, and product details
* Inventory – tracks stock for each product and associated warehouse
* HandsMen Order – manages customer orders, includes quantity, status, total amount
* Marketing Campaign – for tracking promotional activities

Integration with **Accounts**, **Contacts**, **Reports**, and **Dashboards** provides extended context and analytics.

**4. Data Quality Enforcement**

You enforced data integrity at UI level using validation rules, e.g.:

* Email validation requiring addresses end with gmail.com (to ensure professional or company-specific formatting)
* Checks against invalid data or duplicates before record creation

**6. Key Features & Automations**

**✅ Order Confirmation Automation**

Record-triggered flow: when HandsMen Order.Status transitions from Pending → Confirmed

* Sends an order confirmation email using a pre-defined email template (e.g., “Dear Sophia, your order OE8 is confirmed…”)
* Updates inventory by deducting the ordered quantity from the Inventory.Stock (e.g., from 400 to 380 when 20 units ordered)

**⚠️ Low Stock Alert Automation**

Another record-triggered flow monitors Inventory.Stock\_Quantity

* When it drops below threshold (e.g., ≤ 5), sends an alert to inventory manager
* Example: Notification “Stock for T-shirt is now 4 units—please restock immediately”

**✨ Scheduled Loyalty Program Flow**

Scheduled flow (runs daily at 12:00 AM):

* Iterates through all HandsMen Customer records
* Sets loyalty status based on Total\_Purchases:
  + ≤ 500 → Bronze
  + 500 and ≤ 1000 → Silver
  + 1000 → Gold
* Sends a personalized email notifying customers of loyalty tier upgrade

**⚙️ Apex Triggers & Batch Jobs**

* Trigger OrderTotalTrigger calculates TotalAmount = Quantity × Product Price at order creation
* Trigger StockDeductionTrigger reduces inventory stock once order is confirmed
* Scheduled batch job runs at midnight to process bulk orders, adjust inventory, and update financial records in bulk fashion

**7. Lightning App & UI Experience**

Built using Lightning App Builder, your custom app includes tabs for:

* HandsMen Customer, Order, Product, Inventory, Marketing Campaign
* Standard tabs for Accounts, Contacts, Reports, Dashboards

You designed intuitive page layouts and dashboards for real-time visibility into metrics like orders placed, stock health, loyalty tiers, and sales performance.

**8. Security & Profiles**

Defined role-based access control:

* **Profiles** for Sales, Inventory, Marketing with appropriate object-level access
* **Roles** aligned to department responsibilities
* **Permission Sets** for users requiring cross-object access beyond profile limits
* Ensured data access is correctly enforced via sharing rules and hierarchy structure.

**9. Testing & Validation**

* Unit tests implemented for Apex classes/triggers to ensure logic correctness
* Flow testing carried out using representative records (e.g. create orders, change statuses, drop inventory)
* Bulk and security testing performed to ensure scalability and proper access restrictions

**10. Demo Walkthrough Highlights**

Here’s how your flows operate in practice (as per your transcript):

1. **Create Customer record** (e.g. “Sophia”) — validation error prevents improper email domain → corrected and saved
2. **Add Product** and **Inventory** (e.g., T-shirt, SKU, price, quantity)
3. **Create Order** (e.g. Sophia orders 20 units, status pending, total auto-calculated)
4. **Confirm Order** → triggers email notification
5. **Inventory Update** → stock reduces from 400 to 380
6. **Simulate Low Stock** (set to 4) → triggers low stock alert email
7. **Scheduled Loyalty Flow** → updates customer status (Silver, Gold, etc.), email sent next midnight

**11. Results & Project Impact**

* Customer communications become immediate and automated
* Inventory awareness improves due to proactive alerts
* Loyalty program incentivizes repeat business via personalized tier upgrades
* Centralized, validated data supports better decision-making and operational efficiency

**12. Skills & Learnings**

This implementation demonstrates proficiency in:

* Salesforce data modelling (custom objects, relationships, formula/roll‑up fields)
* Enforcing validation rules for UI-level data integrity
* Building automated flows (record-triggered & scheduled)
* Developing Apex code (triggers, batch Apex, scheduled jobs)
* Designing UX via Lightning App Builder and dashboards
* Setting up security via profiles, roles, and permission sets

**13. Appendix — Metadata & Artifact Summary**

* **Email Templates**: Order Confirmation, Low Stock Alert, Loyalty Program
* **Flows**: Order Confirmation Flow, Low Stock Alert Flow, Loyalty Update Scheduled Flow
* **Apex**: OrderTrigger, OrderTriggerHandler, InventoryBatchJob (or your actual class names)
* **Objects & Fields**:
  + HandsMen\_Customer\_\_c (Email, Name, Total\_Purchases\_\_c, Loyalty\_Status\_\_c)
  + HandsMen\_Product\_\_c (SKU, Price, Quantity)
  + Inventory\_\_c (Lookup to Product, Stock\_Quantity\_\_c, Warehouse)
  + HandsMen\_Order\_\_c (Lookup Customer, Lookup Product, Quantity, Total\_Amount\_\_c, Status)
  + Marketing\_Campaign\_\_c

**14. Conclusion**

Your HandsMen Threads Salesforce CRM implementation is a complete end‑to‑end solution designed to meet the real-world needs of a fashion tailoring business. It delivers automated operations, better customer engagement, and high data integrity—showcasing your expertise in both declarative and programmatic development.