



Project Report

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

Internship: Salesforce Developer with Agentblazer Champion Program

Abstract

The HandsMen Threads project is a Salesforce-driven application designed to modernize the customer relationship and service experience for luxury men's fashion brands. It focuses on building a seamless digital ecosystem for product cataloging, order management, personalized communication, and real-time customer interaction. With features like automated workflows, realtime dashboards, and interactive Lightning Web Components (LWC), the project aims to deliver a sophisticated yet efficient backend system for fashion enterprises.

Objective

- Design a custom CRM tailored for premium fashion brands using Salesforce.
- Automate customer engagement, order tracking, and feedback collection processes.
- Utilize Apex, LWC, and Flows to build responsive, scalable modules for real-time use.
- Provide detailed reports and dashboards for business insights and decision-making.
- Enhance customer satisfaction through timely communication and personalization.

Technology Stack

Platform: Salesforce Lightning

Languages: Apex, JavaScript (LWC) **Tools**

& Services:

- Lightning Web Components (LWC)
- Salesforce Flow Builder
- Custom Objects, Record Types
- Apex Triggers and Test Classes
- Reports & Dashboards
- Process Builder and Workflow Rules

Detailed Project Explanation

1. Custom Object Development

Created custom objects like 'Product', 'Customer Profile', 'Order', and 'Feedback'. Relationships were designed to represent real-world business scenarios. Master-detail and lookup relationships were used effectively to link customer records with their transactions and feedback.

2. Lightning Web Components (LWC)

Developed interactive UI components for displaying products, creating orders, collecting reviews, and navigating records. LWC allowed fast loading, reusable, and event-driven components tailored for user roles.

3. Apex Development

Wrote backend logic using Apex classes and triggers. These were responsible for inventory updates, real-time order validation, auto-generation of invoices, and email notification logic. Maintained high test coverage to ensure successful deployment and system reliability.

4. Flow Automation

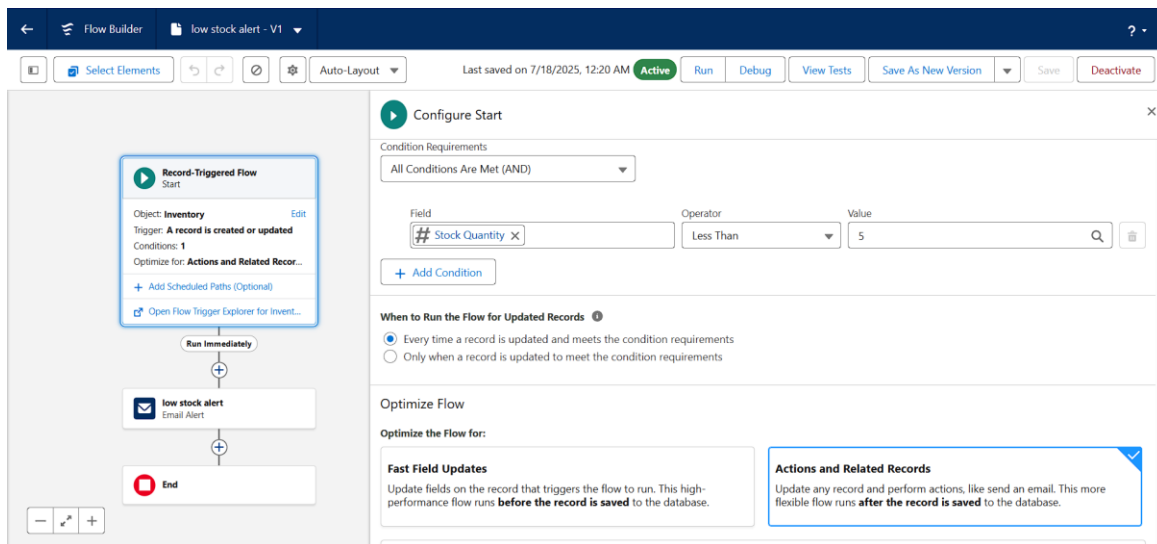
Implemented screen flows and record-triggered flows to automate routine tasks such as welcome emails, order status updates, and feedback forms. This reduced manual effort and increased workflow efficiency.

5. Reporting and Dashboards

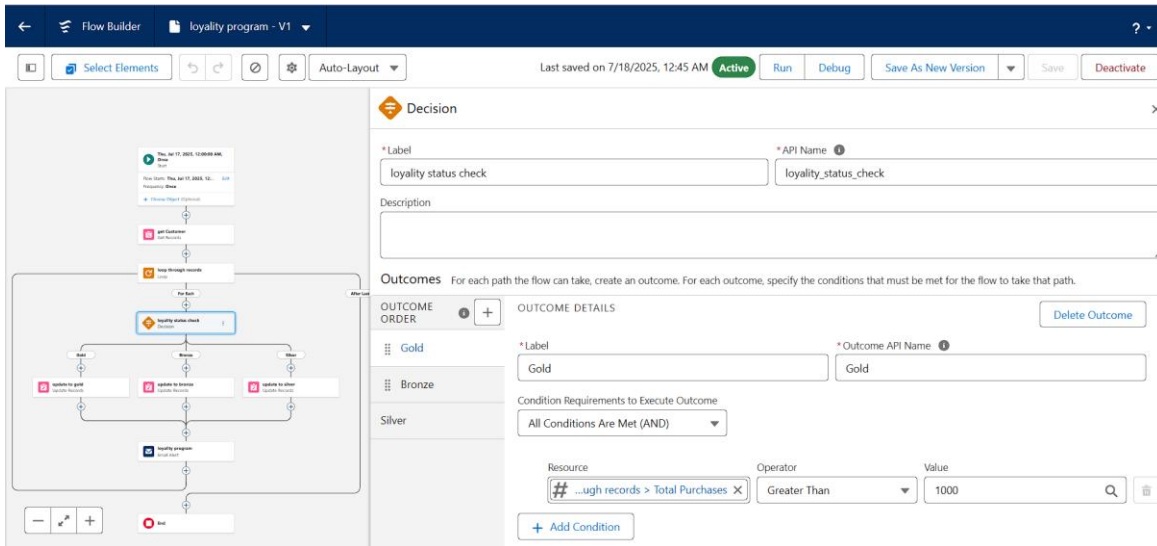
Built real-time dashboards showing key KPIs like daily sales, top products, repeat customers, and pending orders. Reports enabled data-driven decisions and weekly performance reviews.

Flows:

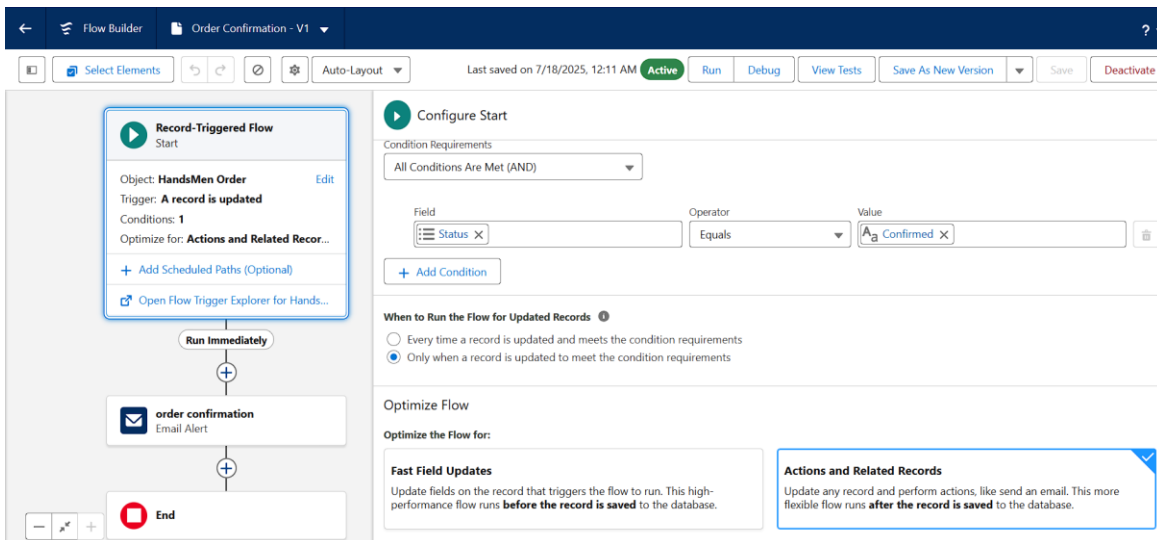
Low Stock Alert Flow:



Loyalty Program Flow:



Order Confirmation Flow :



Output ScreenShots:

Project Index Page :

The screenshot displays the 'HandsMen Threads' application interface. The top navigation bar includes a search bar and various icons. The main menu shows 'HandsMen Threads' as the active section, with sub-menus for 'Customers', 'Products', 'Orders', 'Inventorys', 'Marketing Campaigns', 'Reports', 'Dashboards', and 'More'. The 'Customers' sub-menu is selected, leading to the 'HandsMen Customers' page. This page features a 'Recently Viewed' section with a list of 4 items, updated a few seconds ago. The list includes customer names: Karthi, John, Anand, and Dinesh. The 'Anand' entry is highlighted with a blue border. The page also includes buttons for 'New', 'Import', 'Change Owner', and 'Assign Label', and a search bar for the list.

HandsMen Customer Name
1 <input type="checkbox"/> Karthi
2 <input type="checkbox"/> John
3 <input type="checkbox"/> Anand
4 <input type="checkbox"/> Dinesh

Product Tab:

The screenshot displays the 'HandsMen Threads' application interface, specifically the 'HandsMen Products' page. The top navigation bar and main menu are consistent with the previous screenshot. The 'Products' sub-menu is selected, leading to the 'HandsMen Products' page. This page features a 'Recently Viewed' section with a list of 5 items, updated a few seconds ago. The list includes product names: Jeans, Toy, Book, T-shirt cloth, and Shirt. The 'Book' entry is highlighted with a blue border. The page also includes buttons for 'New', 'Import', 'Change Owner', and 'Assign Label', and a search bar for the list.

HandsMen Product Name
1 <input type="checkbox"/> Jeans
2 <input type="checkbox"/> Toy
3 <input type="checkbox"/> Book
4 <input type="checkbox"/> T-shirt cloth
5 <input type="checkbox"/> Shirt

Inventorys Tab :

HandsMen Threads

HandsMen Customers

HandsMen Products

HandsMen Orders

Inventorys

Marketing Campaigns

Reports

Dashboards

More

Q Search...

★

+

?

⚙

🔔

👤

Inventorys

Recently Viewed

New

Import

Assign Label

4 items • Updated a few seconds ago

Q Search this list...

⚙

📄

🔄

✎

🗑

⌵

	<input type="checkbox"/> Inventory Name	
1	<input type="checkbox"/> I -0004	⌵
2	<input type="checkbox"/> I -0003	⌵
3	<input type="checkbox"/> I -0002	⌵
4	<input type="checkbox"/> I -0001	⌵

Place Order :

HandsMen Threads

HandsMen Customers

HandsMen Products

HandsMen Orders

Inventorys

Marketing Campaigns

Reports

Dashboards

More

Q Search...

★

+

?

⚙

🔔

👤

HandsMen Order

O-0007

New Contact

Edit

New Opportunity

Related

Details

HandsMen Order Name

O-0007

Owner

Anand D

Customer

Karthi

Status

Confirmed

Quantity

30

Total Amount

6,000

Customer Email

anand.duraisamy110@gmail.com

HandsMen Product

Jeans

Created By

Anand D

, 7/19/2025, 3:52 AM

Last Modified By

Anand D

, 7/19/2025, 3:53 AM

Order Confirmed Email:

Anand D

via 31pq7vnmfwyg.gk-75bskuai.can96.bnc.salesforce.com

to me

Fri, Jul 18, 10:04 PM (2 days ago)

☆

😊

↶

⋮

Why is this message in spam? This message is similar to messages that were identified as spam in the past.

Report not spam

Dear ,

Your order #O-0005 has been confirmed!

Thank you for shopping with us.

Best Regards,

Sales Team

Stock Alert Email:

Low Stock Alert Email

Spam

×

Fri, Jul 18, 9:23 PM (2 days ago)

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Why is this message in spam? This message is similar to messages that were identified as spam in the past.

Report not spam

Dear Inventory Manager,

This is to inform you that the stock for the following product is running low.

Product Name:

Current Stock Quantity: 4

Please take the necessary steps to restock this item immediately.

Best Regards,

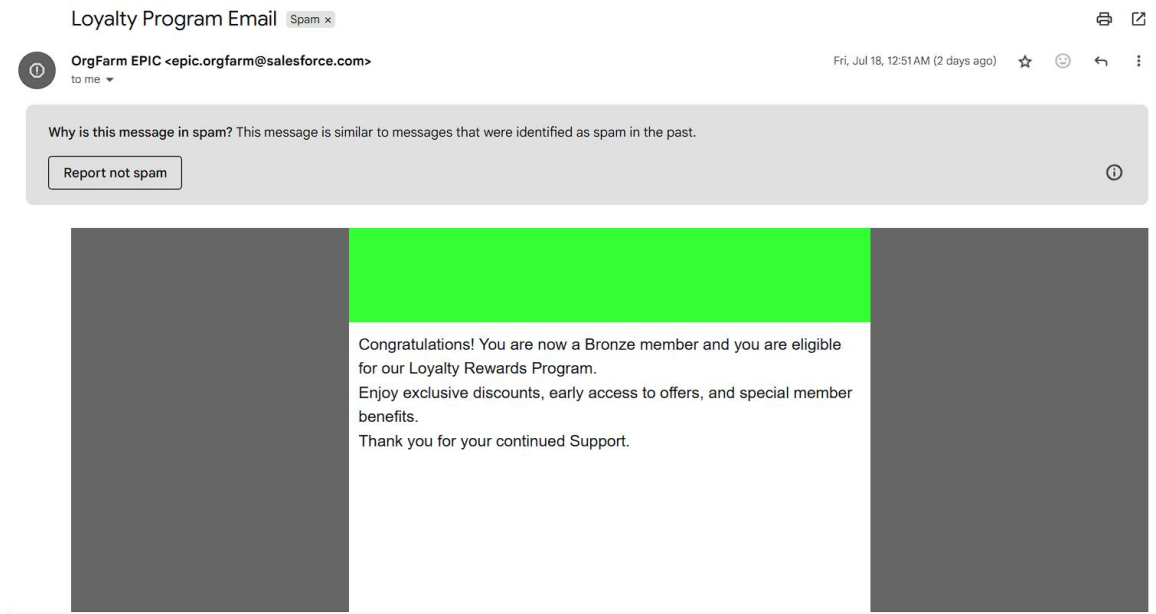
Inventory Monitoring System

↶ Reply

↷ Forward

😊

Loyalty Program Email:



Conclusion

The HandsMen Threads project proved that Salesforce can be customized beyond traditional CRM usage to manage fashion business workflows with elegance and precision. All key modules—product listing, order flow, automation, and performance analytics—were implemented successfully. This solution will help luxury fashion retailers stay competitive and offer a highly personalized customer experience.

Future Scope

- Integration with external e-commerce platforms (Shopify, WooCommerce) using APIs.
- Use Salesforce Einstein for AI-powered product recommendations.
- Add multilingual and multi-currency support for global scalability.
- Enable mobile accessibility via the Salesforce mobile app.
- Build loyalty and referral programs using point systems and reward automation.
- Expand reporting to include predictive analytics and trend analysis.