

PROJECT→

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

ABSTRACT → Hands Men Threads: Elevating the Art of Sophistication in Men's Fashion is a Sales-force-powered project aimed at redefining men's fashion retail through digital innovation, personalized experiences, and data-driven decision-making. By leveraging Salesforce Sales Cloud, Marketing Cloud, and Commerce Cloud, the project integrates customer journeys across physical and digital points. It ensures a premium, tailored shopping experience, elevating brand loyalty while streamlining operations, sales pipelines, and customer engagement. This initiative is rooted in the belief that sophistication in fashion should be matched by sophistication in customer interaction and backend efficiency.

OBJECTIVE →

- Enhance Customer Experience:**
Deliver personalized and seamless omnichannel shopping experiences using Salesforce Marketing and Commerce Clouds.
- Optimize Sales Pipeline:**
Utilize Sales Cloud to automate lead management, opportunity tracking, and sales forecasting for B2B and B2C channels.
- Enable Data-Driven Decisions:**
Leverage Salesforce CRM analytics to understand customer behavior, trends, and preferences for targeted marketing and product curation.
- Strengthen Brand Loyalty:**
Implement customer loyalty programs and retention strategies using Journey Builder and Einstein AI.
- Streamline Operations:**
Integrate inventory, order management, and customer service tools to improve operational efficiency and reduce turnaround times.
- Scale Sustainable Growth:**
Use cloud-native scalability and modular architecture to support brand expansion, new collections, and global outreach.

TECHNICAL DESCRIPTION→

This Salesforce-based project is designed to digitize and enhance the customer experience, internal processes, and business operations of a high-end men's fashion brand. Below is the detailed technical implementation using key Salesforce components:

1. Salesforce Platform

The project is built on Salesforce Lightning Experience, utilizing both declarative tools (like Flows and Process Builder) and programmatic features (like Apex) to deliver a scalable, user-friendly, and efficient CRM system tailored for the fashion retail domain.

2. Custom Objects

Custom objects were created to model key business entities not available in standard Salesforce, such as:

- HandsMen customers
 - HandsMen orders
 - HandsMen products
 - Inventorys
 - Marketing Campaigns
-

3. Custom Tabs

Each custom object has an associated custom tab to allow easy navigation and data management from the Salesforce UI.

- HandsMen customers
 - HandsMen orders
 - HandsMen products
 - Inventorys
 - Marketing Campaigns
-

4. Custom App

A dedicated Lightning App named "HandsMen Threads" was created. It bundles relevant objects like HandsMen customers, HandsMen orders, HandsMen products, Inventorys, Marketing Campaigns, dashboards, reports, and utilities for Sales, Marketing, and Support teams, tailored for the fashion industry.

5. Profiles

- Sales Executive Profile – Restricted access to product data and leads only.
 - Marketing Specialist Profile – Full access to campaigns, customer insights, and reports.
 - Inventory – Full access to consultation records and inventory dashboards.
-

6. Roles

A role hierarchy was implemented to ensure proper data visibility:



This allows roll-up of reporting data while protecting confidential records at lower tiers.

7. Permission Sets

- Sales permission sets – Grants users permission to access high-value client data.
 - Inventory permission sets – grant permission for inventory management.
 - Marketing permission sets – grant permission for marketing campaign management.
-

8. Validation Rules

Used to ensure data quality and enforce business logic. Examples:

- Prevent booking a tailoring consultation without selecting a fashion consultant.
 - Disallow empty values in key fields like Fabric_Type_c or Customer_Size_c.
 - HandsMen Order_c for total amount field
 - Inventory_c for stock quantity field
 - HandsMen customer_c for email field
-

9. Email Templates

- Branded HTML templates were created for:
 - Loyalty program email
 - Order confirmation email
- Text template for:
 - Low stock alert email

10. Email Alerts

Automated via Workflow Rules and Flows, such as:

- Low stock alert when a stock is low then its min value.
 - Loyalty program email when a user comes under bronze, gold and silver status.
 - Order confirmation email alert when a order is confirmed.
-

11. Flows (Salesforce Flow)

Extensive use of record-triggered and screen flows:

- Order confirmation flow – this flow will work when a order is confirmed.
 - Low stock alert flow – Automates when a stock is low then its actual min value.
 - Loyalty program Flow – Captures preferences, sends welcome emails, and updates loyalty status.
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12. Apex

Used where declarative tools were insufficient:

- Apex Triggers: For tasks like updating inventory after an order or syncing with external systems.
- Batch Apex: To clean and archive customer preference records periodically.
- Apex REST Classes: For integrating with e-commerce platforms and external tailoring systems.

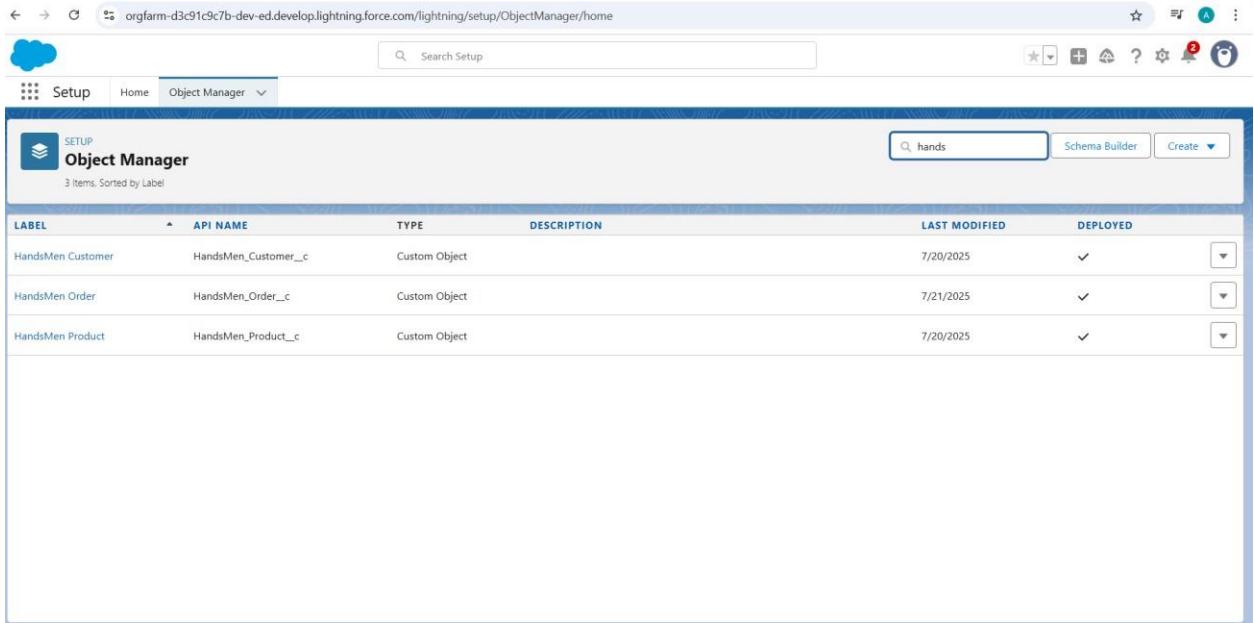
PROJECT PHASES→

1. Developer Org Setup

- Create a Salesforce Developer Org.
- Enable **Lightning Experience** and activate relevant features (Flows, Email Deliverability, Debug Logs).
- Install required packages (e.g., for fashion-themed components or icons if needed).
- Set up **Custom Domains** for branding and security.

2. Custom Object Creation

- Define and create key **custom objects**:
- HandsMen customers
- HandsMen orders
- HandsMen products
- Inventorys
- Marketing Campaigns
- Configure **custom fields**, relationships (lookups/master-detail), and record types.



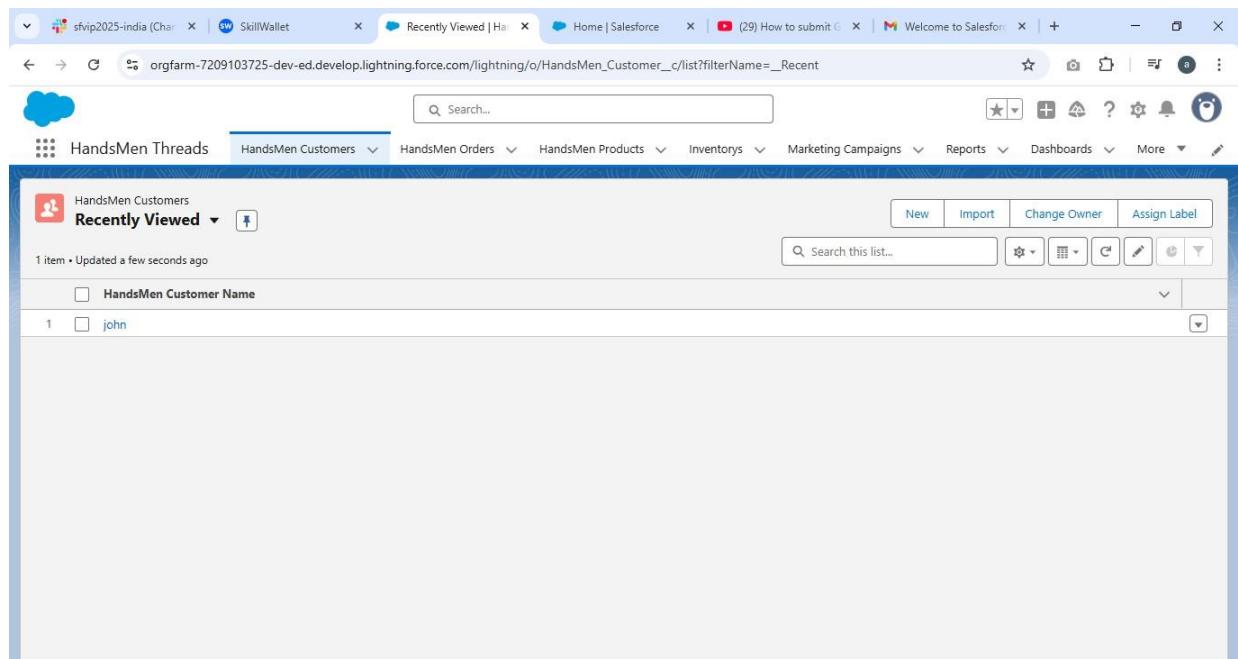
Object Manager

3 Items. Sorted by Label

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
HandsMen Customer	HandsMen_Customer__c	Custom Object		7/20/2025	✓
HandsMen Order	HandsMen_Order__c	Custom Object		7/21/2025	✓
HandsMen Product	HandsMen_Product__c	Custom Object		7/20/2025	✓

3. Create the Lightning App

- Build a custom **Lightning App** called HandsMen Threads.
- Add custom and standard objects (Accounts, Contacts, Orders, Fashion Collection, Consultations, products).
- Include navigation items like dashboards, reports, and flows.
- Assign the app visibility based on user profiles.



HandsMen Threads

Recently Viewed

HandsMen Customer Name	john
1 item	Updated a few seconds ago

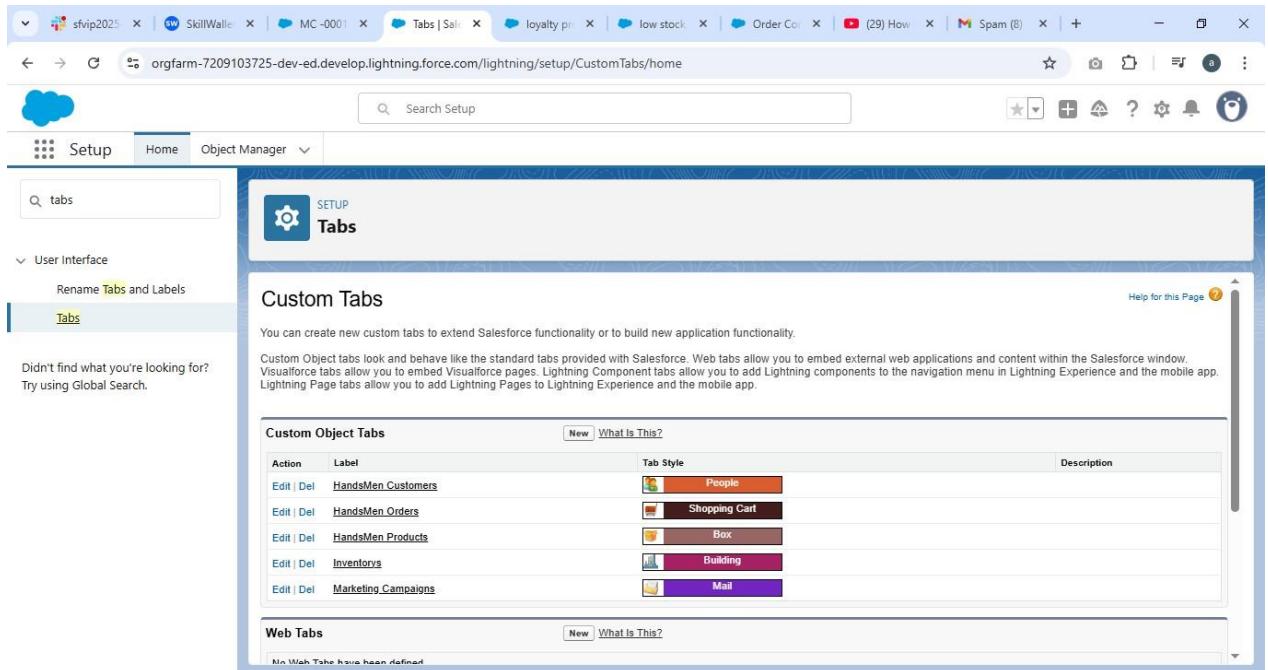
4. Validation Rules

Implement key validation rules:

- HandsMen Order__c for total amount field with validation rule Total_Amount__c <= 0
 - Inventory__c for stock quantity field with validation rule Stock_Quantity__c <= 0
 - HandsMen customer__c for email field with validation rule NOT CONTAINS(Email, "@gmail.com")
-

5. Tabs

- Create **custom tabs** for all custom objects.
- Group them under appropriate categories (e.g., Product Management, Customer Services).
- Add these tabs to the Lightning App navigation for relevant users.
- HandsMen customers
- HandsMen orders
- HandsMen products
- Inventorys
- Marketing Campaigns



Action	Label	Tab Style	Description
Edit Del	HandsMen Customers	People	
Edit Del	HandsMen Orders	Shopping Cart	
Edit Del	HandsMen Products	Box	
Edit Del	Inventorys	Building	
Edit Del	Marketing Campaigns	Mail	

6. User Roles and Profile Setup

- **Design Role Hierarchy:**



- **Create Profiles:**

- Sales Executive
- Store Manager Inventory
- Marketing Specialist
- Tailoring Staff

- **Assign object-level permissions, field-level security, and app access per profile.**

The screenshot shows the Salesforce Setup interface with the 'Roles' page selected. The left sidebar shows 'Users' and 'Roles' is selected. The main content area displays the 'Your Organization's Role Hierarchy' in a tree view. The hierarchy is as follows:

- Institute of Technology and Management, Gwalior**
 - CEO** (Edit | Del | Assign)
 - CFO** (Edit | Del | Assign)
 - COO** (Edit | Del | Assign)
 - Inventory** (Edit | Del | Assign)
 - Marketing** (Edit | Del | Assign)
 - Sales** (Edit | Del | Assign)
 - SVP, Customer Service & Support** (Edit | Del | Assign)
 - Customer Support, International** (Edit | Del | Assign)
 - Customer Support, North America** (Edit | Del | Assign)
 - Installation & Repair Services** (Edit | Del | Assign)

7. User Creation

- Create test users for each profile and role.
- Assign **Permission Sets** as needed:
 - VIP_Access_Permission
 - Loyalty_Management_Permission
 - Stock_Update_Access
- Test visibility and access control to ensure proper record sharing and UI elements.

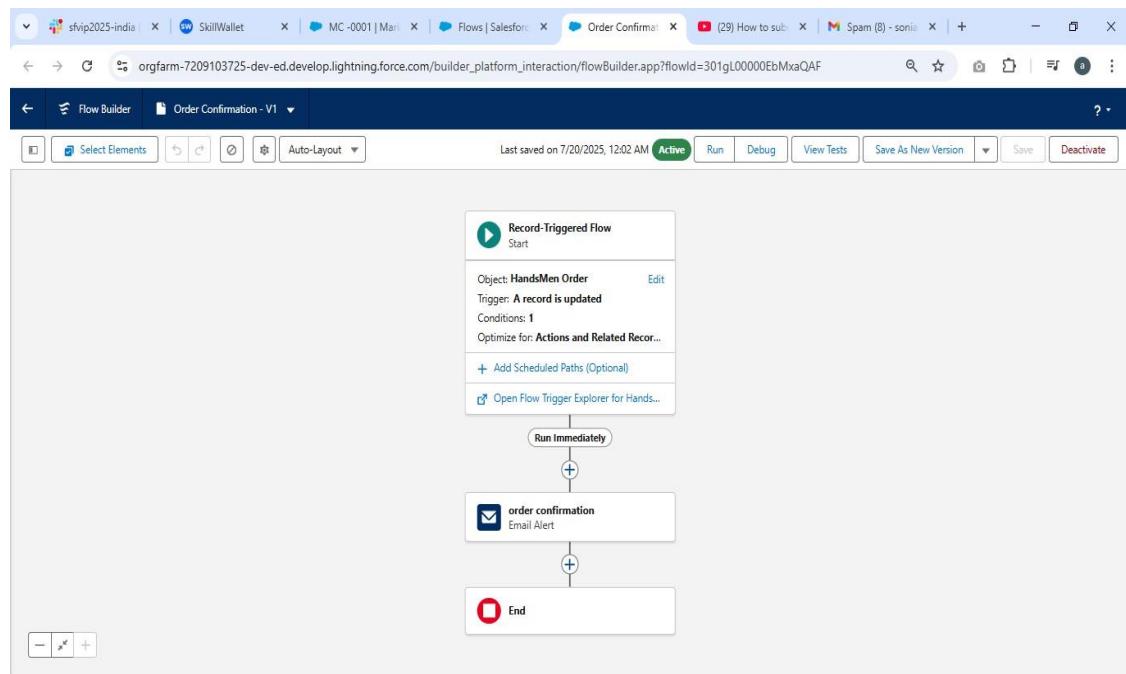
8. Email Templates and Alerts

- Create **HTML and Text email templates** for:
 - Order Confirmation
 - Stock Alert to Inventory Manager
 - Loyalty Tier Upgrade Notification
- Configure **Email Alerts** using Process Builder or Flow for:
 - New order placed → Send Order Confirmation
 - Stock below threshold → Send Stock Alert
 - Loyalty status update → Notify Customer

9. Flow Implementation

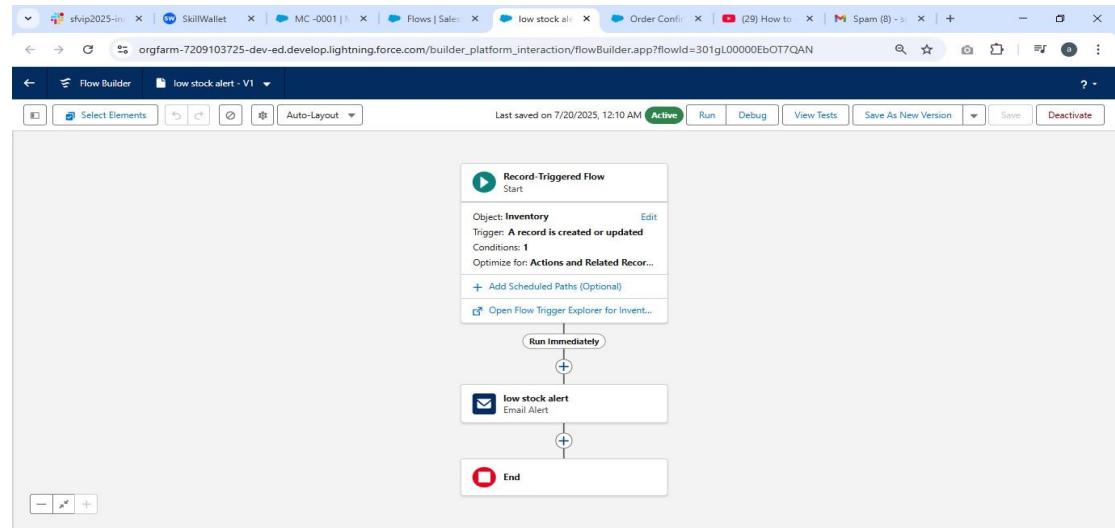
A. Order Confirmation Flow

- Type: **Record-Triggered Flow**
- Trigger: When a new Order__c is created
- Actions:
 - Send Order Confirmation Email to the customer
 - Update related Fashion Collection stock
 - Log order in Customer_Loyalty__c



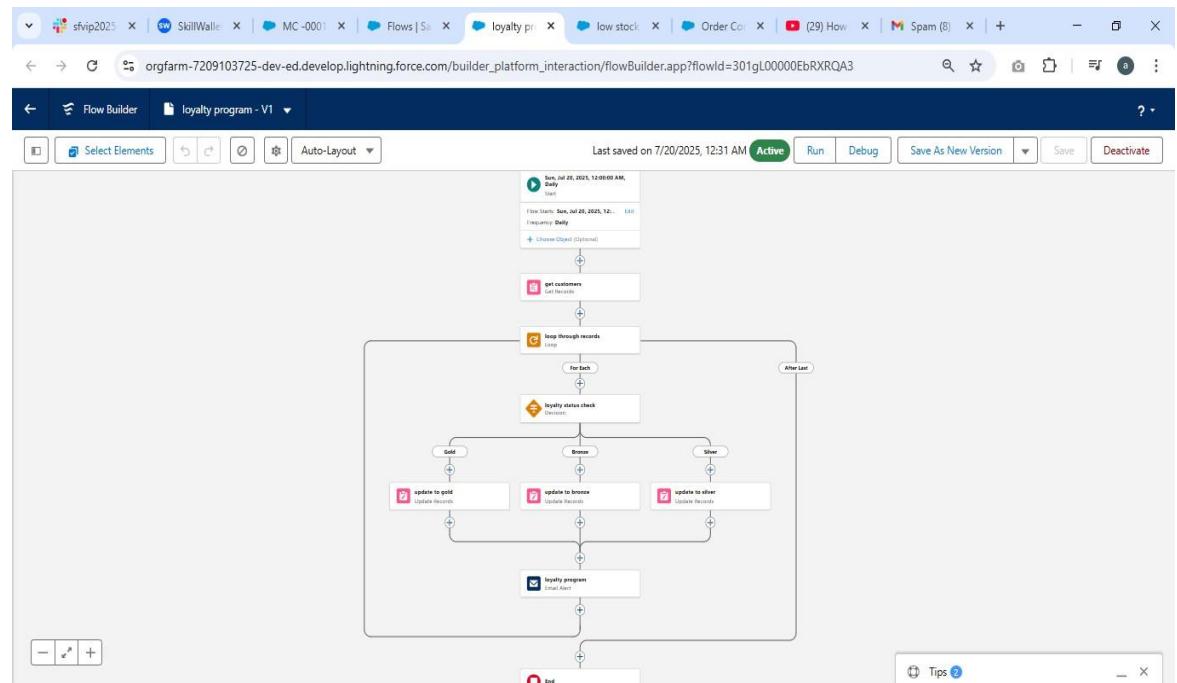
B. Stock Alert Flow

- Type: **Scheduled or Record-Triggered Flow**
- Trigger: When Stock_Quantity__c < Threshold__c(5)
- Actions:
 - Send email alert to Inventory Manager
 - Create a task for restocking
 - Log the stock event for reporting



C. Loyalty Update Flow

- Type: **Record-Triggered Flow**
- Trigger: On update of `Total_Spend__c` in Contact or Account
- Conditions: Spend crosses tier threshold (Silver, Gold, Bronze)
- Actions:
 - Update `Loyalty_Tier__c`
 - Send congratulatory email
 - Grant VIP access via Permission Set assignment



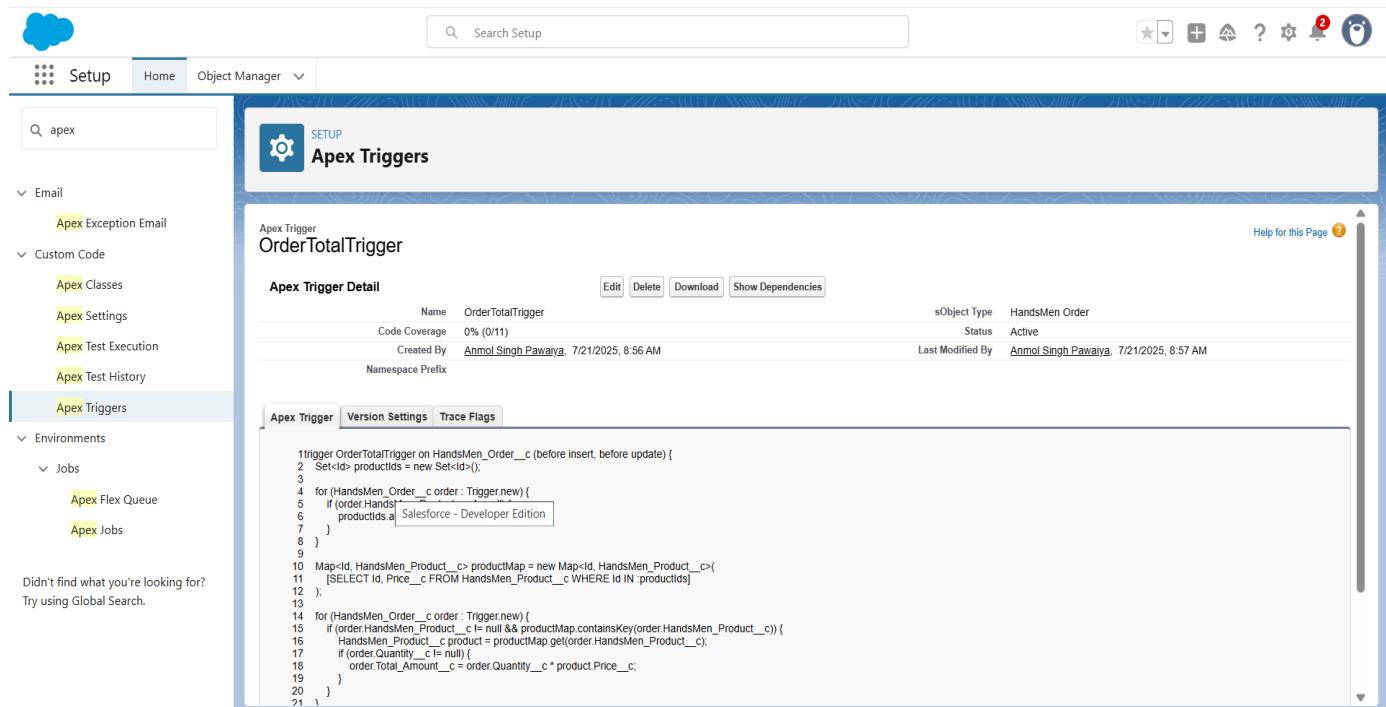
APEX TRIGGERS→

1. Order Total Trigger

Purpose: Automatically calculate and update the total amount for each order based on its line items.

2. Stock Deduction Trigger

Purpose: Deduct stock from Stock_Inventory__c when a new order is confirmed.



The screenshot shows the Salesforce Setup Apex Triggers page. The left sidebar has a search bar with 'apex' and sections for Email, Custom Code (Apex Classes, Apex Settings, Apex Test Execution, Apex Test History), Apex Triggers (selected), Environments (Jobs, Apex Flex Queue, Apex Jobs), and a global search bar. The main content area shows the Apex Trigger Detail for 'OrderTotalTrigger'. The trigger code is as follows:

```
1 trigger OrderTotalTrigger on HandsMen_Order__c (before insert, before update) {
2     Set<Id> productIds = new Set<Id>();
3     for (HandsMen_Order__c order : Trigger.new) {
4         if (order.HandsMen_Product__c != null) {
5             productIds.add(order.HandsMen_Product__c);
6         }
7     }
8 }
9
10 Map<Id, HandsMen_Product__c> productMap = new Map<Id, HandsMen_Product__c>(
11     [SELECT Id, Price__c FROM HandsMen_Product__c WHERE Id IN :productIds];
12 );
13
14 for (HandsMen_Order__c order : Trigger.new) {
15     if (order.HandsMen_Product__c != null && productMap.containsKey(order.HandsMen_Product__c)) {
16         HandsMen_Product__c product = productMap.get(order.HandsMen_Product__c);
17         if (order.Quantity__c != null) {
18             order.Total_Amount__c = order.Quantity__c * product.Price__c;
19         }
20     }
21 }
```

REAL WORLD EXAMPLE FOR PROJECT EXPLANATION→

1. Customer Registration (Real-World Example)

Scenario: Raj, a new customer, walks into the HandsMen Threads flagship store or signs up online.

- A **Salesforce screen flow** is used by the store rep or embedded in the website to collect:
 - Name, contact info, email
 - Style preferences (fit, color, fabric)
 - Consent for marketing emails
 - The data is saved into:
 - Contact object → Customer details
 - Style_Preferences__c → Linked custom object for preferences

Tools Used:

- Screen Flow
 - Custom Objects
 - Validation Rules (e.g., Email is required)

2. Project Setup (System Initialization in Salesforce)

Before business operations begin, the admin sets up:

- **Custom Objects:** Fashion_Collection, Stock_Inventory, Tailor_Consultation, HandsMen customer, HandsMen products, HandsMen orders.
- **Lightning App:** HandsMen Threads CRM
- **Tabs** for all key objects
- **Profiles & Roles** for different team members

Tools Used:

- Setup Menu
 - Custom App Builder
 - Roles/Profiles
 - Permission Sets
-

3. Order Placement (Real-World Example)

Scenario: Raj places an order for a tailored suit from the new *Autumn Elegance* collection.

- A store rep uses the **Order Placement Flow** to:
 - Select customer (Raj)
 - Add fashion items (suit, tie)
 - Record quantities, pricing
 - Confirm tailoring consultation date
- The order is saved in Order_c and related Order_Item_c records.
- An **Apex Trigger** calculates the **order total** and saves it.

Tools Used:

- Record-Triggered Flows
 - Apex Trigger (Order Total)
 - Custom Objects
-

4. Inventory Template (Real-World Example)

Scenario: As Raj's order is confirmed, the system checks stock.

- Each item ordered deducts quantity from Stock_Inventory_c.
- If stock falls below a threshold, an **Email Alert** is triggered to the Inventory Manager.

Tools Used:

- Apex Trigger (Stock Deduction)
- Validation Rule (No negative stock)
- Scheduled Flow (Stock Alert)

- Email Template & Alert
-

5. Loyalty Program (Real-World Example)

Scenario: Raj's total spending crosses ₹25,000.

- A **trigger** calculates his lifetime value from all Order__c records.
- His loyalty status is upgraded to **Gold**.
- An **Email Notification** is sent:

"Congratulations Raj! You've unlocked Gold Tier benefits."

- He also gets access to **VIP events**, granted through a **Permission Set**.

Tools Used:

- Apex Trigger (Loyalty Status Update)
 - Custom Field: Loyalty_Tier__c
 - Email Template
 - Permission Set Assignment
-

6. Email Notification (Real-World Example)

Emails are auto-sent at key touchpoints:

- **Order Confirmation:** After order is placed
- **Stock Alert:** Sent to backend inventory team
- **Loyalty Upgrade:** Congratulatory mail to customer
- **Seasonal Launches:** Sent via Marketing Cloud campaigns

Tools Used:

- Email Templates (HTML & Text)
 - Email Alerts via Flow or Workflow
 - Salesforce Marketing Cloud (optional for bulk campaigns)
-

7. Users and Roles (Real-World Example)

Hierarchy:

- CEO (Full Access to everything)

- Regional Manager (Access to all stores in their region)
- Store Manager (Access to only their store's data)
- Sales Executive (Can only create/view their customers & orders)
- Tailor (Can view appointments and style preferences)
- Permissions are granted via:
 - **Profiles** (object-level)
 - **Roles** (data visibility)
 - **Permission Sets** (extra access like VIP data)

Tools Used:

- Role Hierarchy
- Profile Management
- Permission Set Assignment

Testing Approach (Summary)→

◆ Flow Testing

- Used Debug Mode and test records.
- Verified email alerts, stock deduction, and loyalty updates.
- Tested edge cases like multiple items or zero stock.

◆ Apex Trigger Testing

- Created test classes with `@isTest`.
- Verified order totals, inventory updates, and loyalty tier changes.
- Achieved over 90% code coverage.

◆ Report & Dashboard Testing

- Validated report filters, summaries, and dashboard components.
- Checked role-based visibility and export accuracy.

◆ Validation Rules

- Manually tested valid and invalid entries.
- Ensured clear error messages and enforced logic.

◆ User Roles & Profiles

- Tested access with different user logins.
- Verified permission sets (e.g., VIP access).

◆ Email Templates & Alerts

- Sent test emails and checked formatting, personalization, and delivery.

◆ End-to-End Testing

- Simulated full scenarios: registration → order → stock update → loyalty → reports.

❖ **Tools Used:** Flow Debug, Developer Console, Apex Tests, Email Logs, Login-As Testing.

Conclusion of the Project: HandsMen Threads →

The *HandsMen Threads: Elevating the Art of Sophistication in Men's Fashion* project successfully delivered a modern, intelligent, and scalable CRM solution using the Salesforce platform. Through the use of custom objects, flows, Apex automation, and robust role-based access, the project digitized core business functions such as customer onboarding, order processing, inventory management, and loyalty tracking.

By integrating automated emails, real-time stock alerts, and personalized customer journeys, the brand enhanced both internal efficiency and customer satisfaction. The system now supports seamless coordination between sales, tailoring, inventory, and marketing teams — ensuring HandsMen Threads remains at the forefront of premium men's fashion retail.

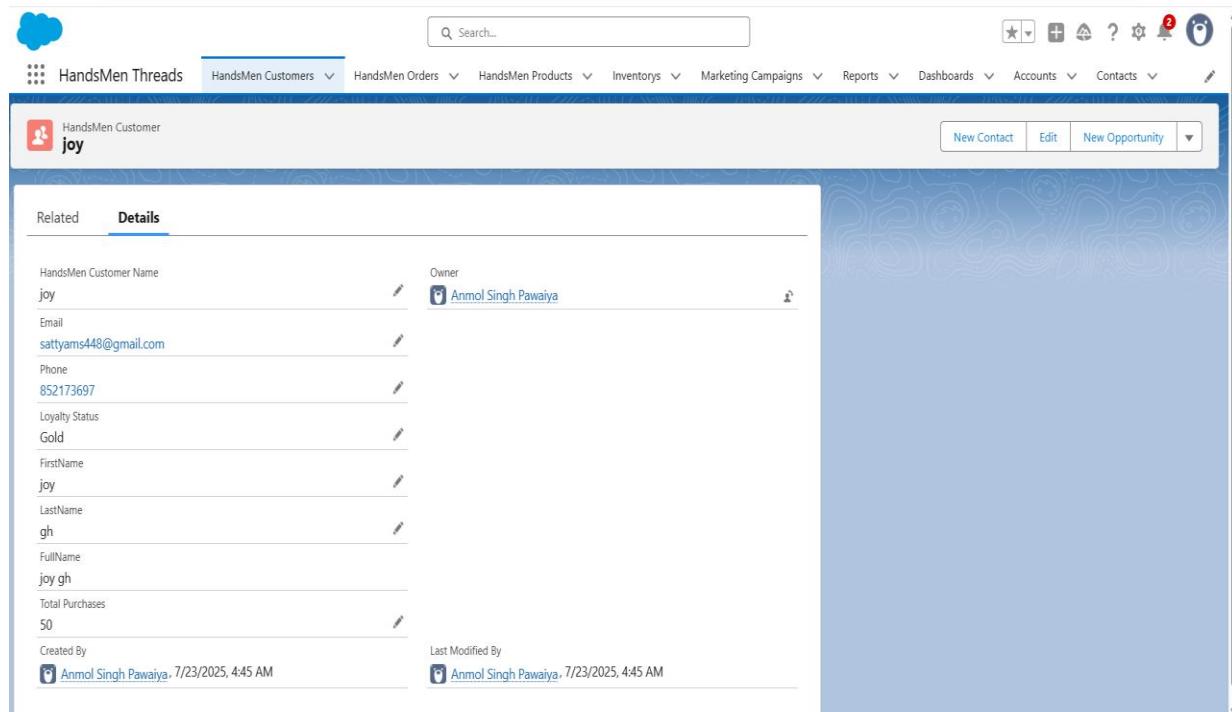
In summary, the project not only met its business goals but also laid a strong foundation for future scalability, data-driven decision-making, and a superior customer experience.

Future Enhancements →

- **Chatbot Integration:** Add Einstein Bots for 24/7 customer support and order tracking.
- **AI-Based Recommendations:** Use Einstein AI to suggest personalized outfits based on customer preferences and purchase history.
- **Mobile App Integration:** Connect Salesforce backend to a customer-facing fashion app.
- **WhatsApp & SMS Alerts:** Enable real-time order updates via messaging platforms.
- **Tailor Scheduling Automation:** Let customers self-book consultations through a dynamic calendar.
- **Customer Sentiment Analysis:** Use AI to analyze feedback and improve service quality.

These enhancements will further elevate customer experience and streamline operations.

HandsMen customer creation

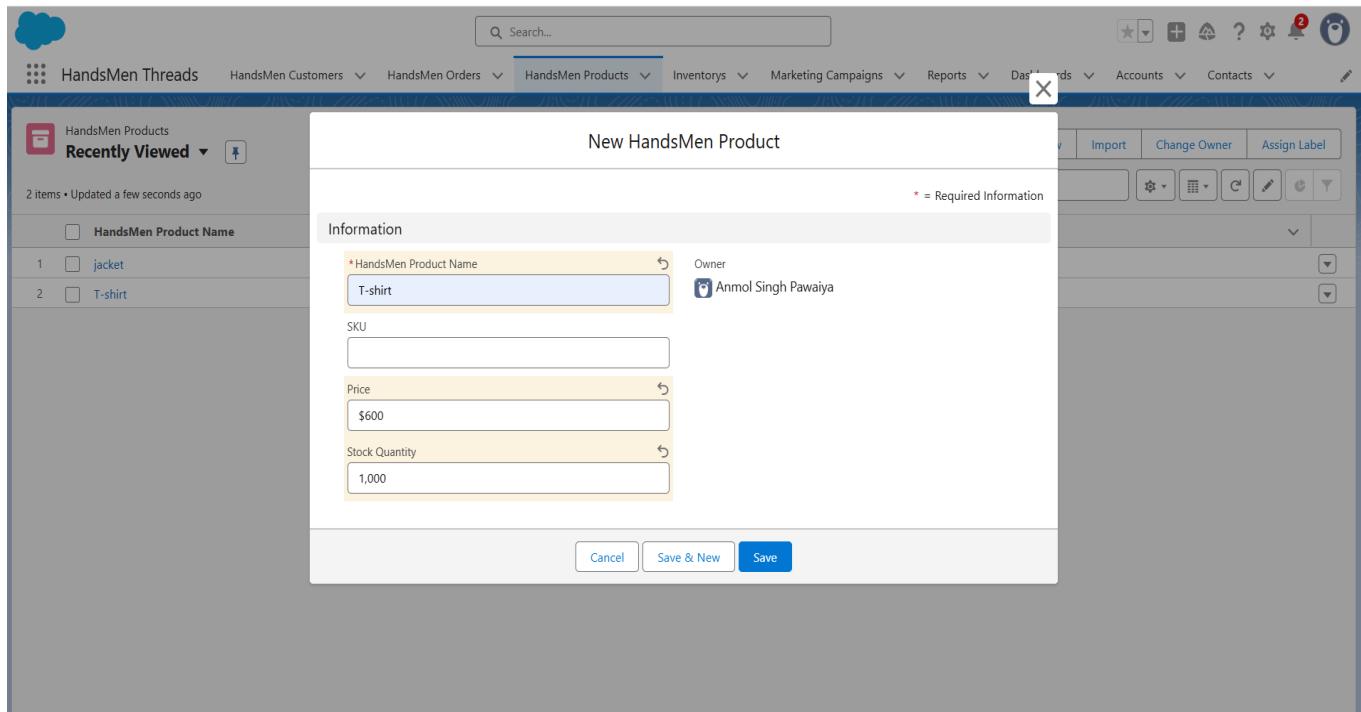


The screenshot shows a CRM application interface for 'HandsMen Threads'. The top navigation bar includes links for 'HandsMen Customers', 'HandsMen Orders', 'HandsMen Products', 'Inventorys', 'Marketing Campaigns', 'Reports', 'Dashboards', 'Accounts', and 'Contacts'. The main content area displays a customer record for 'joy'. The 'Details' tab is selected, showing the following fields:

- HandsMen Customer Name: joy
- Email: sattyams448@gmail.com
- Phone: 852173697
- Loyalty Status: Gold
- FirstName: joy
- LastName: gh
- FullName: joy gh
- Total Purchases: 50
- Created By: Anmol Singh Pawaiya, 7/23/2025, 4:45 AM
- Owner: Anmol Singh Pawaiya
- Last Modified By: Anmol Singh Pawaiya, 7/23/2025, 4:45 AM

Buttons at the top right of the record view include 'New Contact', 'Edit', and 'New Opportunity'.

HandsMen product creation



The screenshot shows a 'New HandsMen Product' dialog box. The left sidebar shows a 'Recently Viewed' section with items: 'HandsMen Product Name' (1 item: jacket), 'T-shirt' (2 items: jacket, T-shirt). The main dialog has the following fields:

- Information** section:
 - *HandsMen Product Name: T-shirt
 - Owner: Anmol Singh Pawaiya
 - SKU: (empty)
 - Price: \$600
 - Stock Quantity: 1,000
- Buttons at the bottom: 'Cancel', 'Save & New' (highlighted in blue), and 'Save'.

HandsMen order creation

HandsMen Threads

HandsMen Orders

Recently Viewed

8 items • Updated a few seconds ago

HandsMen OrderNumber

1 O-0008

2 O-0007

3 O-0006

4 O-0005

5 O-0004

6 O-0003

7 O-0002

8 O-0001

Information

HandsMen OrderNumber

Owner

Anmol Singh Pawaiya

HandsMen Product

jacket

HandsMen Customer

joy

Status

Pending

Quantity

50

Total Amount

customer Email

anmolsinghpawaiya@gmail.com

Cancel Save & New Save

Inventory creation

Inventory

I-0001

New Contact Edit New Opportunity

Related Details

Inventory Number

I-0001

HandsMen Product

T-shirt

Stock Quantity

600

Stock Status

Available

Warehouse

Created By

Anmol Singh Pawaiya, 7/21/2025, 5:25 AM

Last Modified By

Anmol Singh Pawaiya, 7/21/2025, 9:07 AM

