

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

Project Overview:

The HandsMen Threads: Elevating the Art of Sophistication in Men's Fashion project is a Salesforce powered CRM system created to improve operational efficiency and strengthen customer engagement for a men's fashion brand. This CRM solution automates important business processes such as order management, customer interaction tracking, and loyalty program. It provides real time insights into sales performance, inventory status, and purchasing behavior, which helps the business make smarter and more informed decisions. Through enhanced customer interaction and a smooth shopping experience from product selection to order fulfillment, the system supports the company's mission to offer a sophisticated, personalized, and high-quality fashion experience to every customer.

Objectives

The HandsMen Threads CRM focuses on improving the overall efficiency of the business and enhancing the experience of customers in the men's fashion industry. Its purpose is to help the company maintain a more organized, transparent, and customer-centered operation. By integrating automated processes and real time data, the system supports smarter decision making and helps the brand achieve growth while strengthening customer loyalty.

More specifically, company aims to:

- Improve customer relationship management by keeping profiles, purchase history, and communication details well organized in a single platform
- Automate important processes including order management, customer engagement, and loyalty tracking to lessen manual work and reduce errors
- Provide real-time updates on sales performance and inventory status to support quicker and more reliable decisions
- Offer a smooth and personalized shopping trip that increases customer satisfaction and loyalty
- Enhance productivity in everyday operations and contribute to the company's long-term success in the competitive fashion market

TECHNOLOGY DESCRIPTION

The HandsMen Threads System is built on Salesforce, a cloud-based platform that helps businesses manage customers, sales, marketing, and operations all in one place. It uses custom objects to store important information about customers, products, orders, and campaigns, while Lightning Apps and tabs provide an easy-to-use workspace for employees.

Automation tools like flows, approval processes, and email alerts simplify tasks, reduce errors, and improve communication with customers. Profiles, roles, and permission sets ensure the right people have access to the right information, while reports and dashboards give real-time insights to support smarter business decisions.

By combining Salesforce's flexibility, automation, and analytics, the system enables HandsMen Threads to work more efficiently and provide a seamless, personalized experience for every customer.

EXECUTION OF PROJECT PHASES

1. Setup environment & DevOps workflow

Setting up a new Salesforce Developer Org at <https://developer.salesforce.com/signup> to create a system and its functionalities of HandsMen Threads.

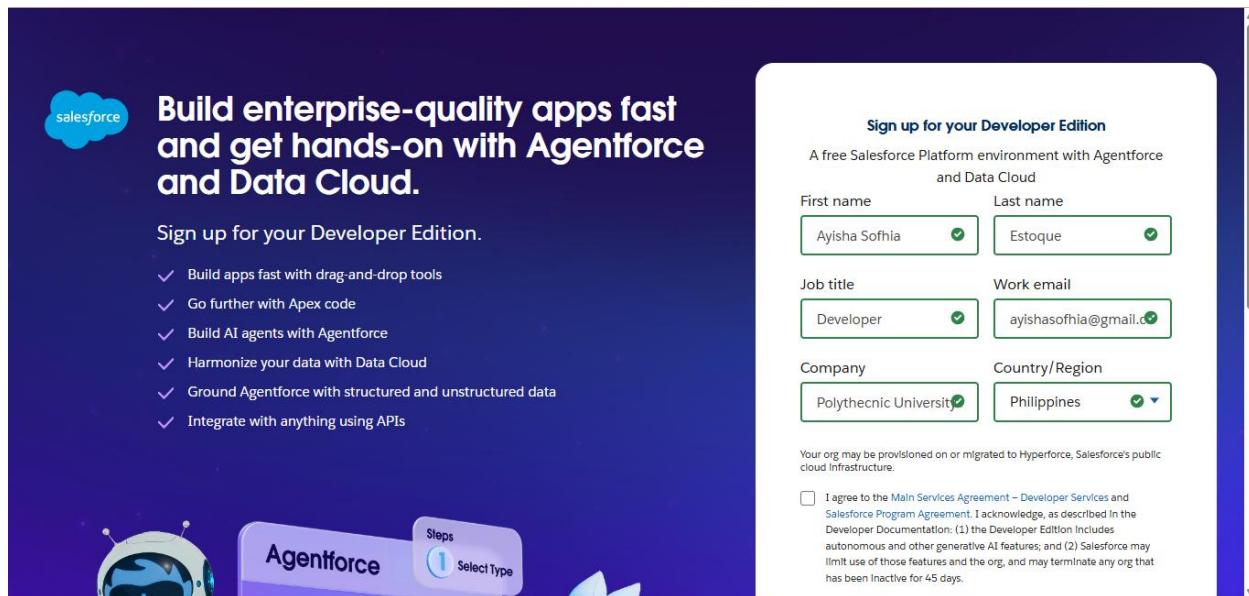
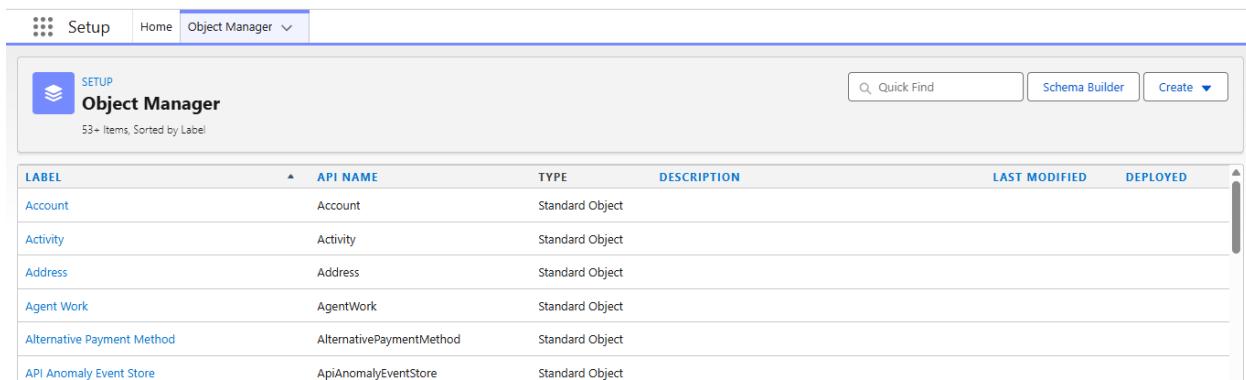


Fig 1: Sign up

2. Custom Object Creation

The core data framework was established by developing custom objects and fields to capture and organize all critical business information.

- **HandsMen Customer (Customer_c):** For the details of customers such as Name, Email, Phone, Address, Loyalty status.
- **HandsMen Product (Product_c):** For the information of the products such as Name, Description, Price of unit and Stock.
- **HandsMen Order (Order_c):** For the orders of customer such as Date, Quantity, Total Amount, Linked to Customer and Product.
- **Inventory:** For the details of inventory such as the inventory Number, HandsMen Product, Stock Quantity, Stock Status, and Warehouse
- **Marketing campaigns:** For the details of marketing campaigns such as the Marketing Campaign Number, HandsMen Customer, Start Date, End Date



The screenshot shows the Salesforce Object Manager interface. At the top, there are navigation tabs: Setup, Home, and Object Manager (which is currently selected). Below the tabs, there's a header with a 'SETUP' button, the 'Object Manager' title, a 'Quick Find' search bar, a 'Schema Builder' button, and a 'Create' button with a dropdown arrow. The main area displays a table of standard objects, with a note below it stating '53+ items, Sorted by Label'. The table has columns for Label, API Name, Type, Description, Last Modified, and Deployed. The data is as follows:

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Account	Account	Standard Object			
Activity	Activity	Standard Object			
Address	Address	Standard Object			
Agent Work	AgentWork	Standard Object			
Alternative Payment Method	AlternativePaymentMethod	Standard Object			
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object			

Fig 2. Object Manager

3. Lightning App and Lightning Pages

The HandsMen Threads CRM Lightning App was created to become the platform that contains of tabs that includes of HandnMen Customers, HandnMen Orders, HandnMen Products, Inventory, Marketing Campaigns etc., that is usually needed to process the functionalities of system.

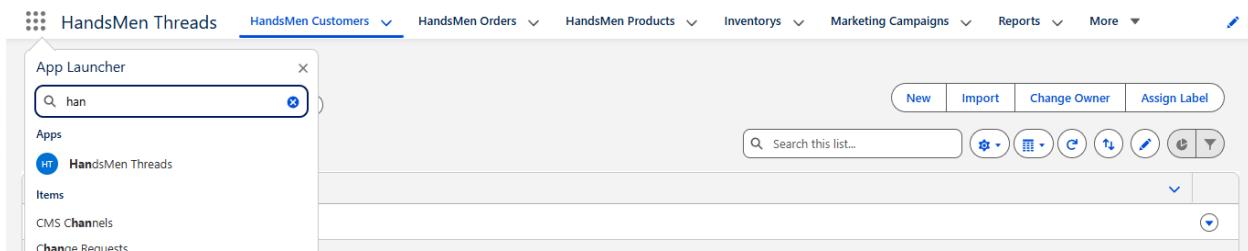


Fig 3. Lighting App HandsMen Thread

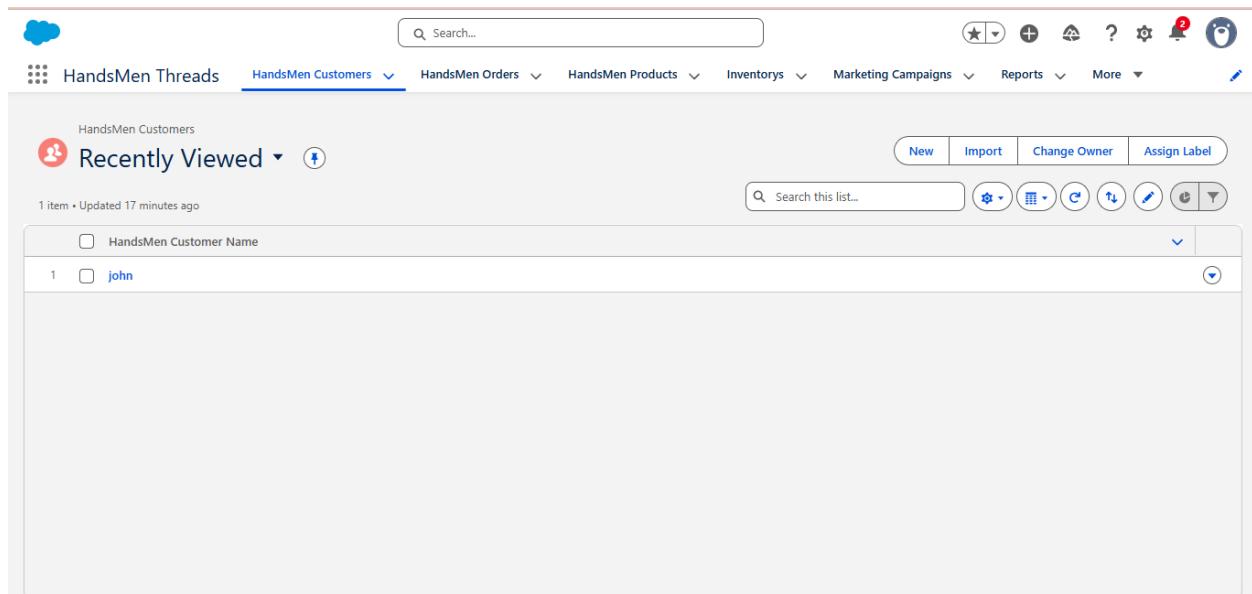


Fig 4. HandsMen Customers Tab

The screenshot shows the 'HandsMen Orders' tab selected in a navigation bar. The main content area displays a list of recently viewed orders. The list includes:

	Order Number
1	O-0003
2	O-0002
3	O-0001

Below the list is a large empty space.

Fig 5. HandsMen Orders Tab

The screenshot shows the 'HandsMen Products' tab selected in a navigation bar. The main content area displays a list of recently viewed products. The list includes:

	Product Name
1	T-shirt cloth

Below the list is a large empty space.

Fig 6. HandsMen Products Tab

The screenshot shows the HandsMen Threads Salesforce application. The top navigation bar includes links for HandsMen Customers, HandsMen Orders, HandsMen Products, Inventory (selected), Marketing Campaigns, Reports, and More. A search bar and various global buttons are also present. The main content area is titled "Recently Viewed" under the "Inventory" section. It displays a single item: "I-0001". The URL in the browser bar is https://orgfarm-c5cb033c89-dev-ed.develop.lightning.force.com/lightning/o/lInventory_c/home.

Fig. 7 Inventory

The screenshot shows the HandsMen Threads Salesforce application. The top navigation bar includes links for HandsMen Customers, HandsMen Orders, HandsMen Products, Inventory, Marketing Campaigns (selected), Reports, and More. A search bar and various global buttons are also present. The main content area is titled "Marketing Campaigns" and shows a status of "All". It displays a message: "0 items • Sorted by Marketing Campaign Number • Updated a few seconds ago". Below this is a decorative graphic of a landscape with clouds and mountains. A message at the bottom states "Nothing to see here". The URL in the browser bar is https://orgfarm-c5cb033c89-dev-ed.develop.lightning.force.com/lightning/o/lMarketingCampaign_c/home.

Fig. 8 Marketing Campaign

4. Validation Rules

Salesforce is enabled to create rules to ensure that data quality are:

- **Product Stock:** Preventing the stocks from being less than zero

The screenshot shows a Salesforce interface for managing inventory. The top navigation bar includes links for HandsMen Threads, HandsMen Customers, HandsMen Orders, HandsMen Products, **Inventory**, and Marketing Camps. The current page is for an inventory item with the number I -0001. The form fields include:

- Inventory Number: I -0001
- HandsMen Product: T-shirt cloth
- Stock Quantity: 0 (highlighted with a yellow background)
- Stock Status: Available
- Warehouse: (empty field)
- Created By: Ayisha Sofhia Estoque, 11/26/2025, 12:33 PM

A red error message box is displayed, stating: "We hit a snag." It includes a link to "Review the errors on this page." and a list of validation errors:

- the inventory count is never less than zero.

At the bottom of the page are three buttons: a red circular button with a minus sign, a "Cancel" button, and a blue "Save" button.

Fig 9. Validation for less than 0

- **Customer Email:** Email field should contain “@gmail.com”

The screenshot shows a 'New HandsMen Customer' form. The 'Email' field contains 'jane.smith' and has a red border, indicating an error. A tooltip message 'We hit a snag.' appears over the 'Email' field, stating 'Review the following fields' with a bullet point 'Email'. The 'Email' field is highlighted with a red border.

Field	Value	Status
* HandsMen Customer Name	Jane	Valid
Email	jane.smith	Invalid (Red Border)
Phone		Blank
Loyalty Status	--None--	Blank
FirstName		Blank
LastName		Blank

Fig 10. Validation for incomplete email address

5. Users Roles

Roles in HandsMen Threads CRM control access and visibility, defining what each user can see or manage. The Role Hierarchy mirrors the company structure, allowing managers to oversee performance while staff access only relevant data. This ensures accountability, data security, and smooth team workflows.

The screenshot shows the Salesforce Setup interface under the 'Roles' section. On the left, a sidebar lists various settings like Feature Settings, Sales, Service, and Case Teams. The 'Roles' section is selected. The main area displays the 'Your Organization's Role Hierarchy' for 'Polytechnic University of the Philippines'. The hierarchy includes the following roles:

- CEO** (Edit | Del | Assign)
 - CEO** (Edit | Del | Assign)
 - Add Role**
- CFO** (Edit | Del | Assign)
 - CFO** (Edit | Del | Assign)
 - Add Role**
- COO** (Edit | Del | Assign)
 - COO** (Edit | Del | Assign)
 - Add Role**
- Inventory** (Edit | Del | Assign)
 - Inventory** (Edit | Del | Assign)
 - Add Role**
- Marketing** (Edit | Del | Assign)
 - Marketing** (Edit | Del | Assign)
 - Add Role**
- Sales** (Edit | Del | Assign)
 - Sales** (Edit | Del | Assign)
 - Add Role**
- SVP, Customer Service & Support** (Edit | Del | Assign)
 - SVP, Customer Service & Support** (Edit | Del | Assign)
 - Add Role**
- SVP, Human Resources** (Edit | Del | Assign)
 - SVP, Human Resources** (Edit | Del | Assign)
 - Add Role**
- SVP, Sales & Marketing** (Edit | Del | Assign)
 - SVP, Sales & Marketing** (Edit | Del | Assign)
 - Add Role**

A 'Show in tree view' button is located in the top right corner.

Fig 11. Roles

6. User Management

This shows the new users were added and assigned appropriate roles and profiles, demonstrating multi-user functionality across sales, inventory, and marketing teams.

The screenshot shows the Salesforce Setup interface under the 'Users' section. The sidebar lists various user management settings like Roles, User Management Settings, and Users. The 'Users' section is selected. The main area displays a list of users with their details, roles, and active status.

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/>	Chatter Expert	Chatter	chatty.00dgj00000fhzaruai.w7re3ncv175@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
<input type="checkbox"/>	EPIC_OrgFarm	EPIC	epic.5b0728fbca6@orgfarm.salesforce.com		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/>	Estoque_Avisha Sofhia	avi	avishasofhia105@agenforce.com		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/>	Mikaelson_Daniel	dmika	avishasofhia2212@gmail.com	Marketing	<input checked="" type="checkbox"/>	Platform 1
<input type="checkbox"/>	Mikaelson_Koi	kmika	avishasofhia1212@gmail.com	Inventory	<input type="checkbox"/>	Platform 1
<input type="checkbox"/>	Mikaelson_Niklaus	nmika	avishasofhia0322@gmail.com	Sales	<input checked="" type="checkbox"/>	Platform 1
<input type="checkbox"/>	User_Integration	integ	integration@00dgj00000fhzaruai.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/>	User_Security	sec	insightssecurity@00dgj00000fhzaruai.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User

Fig 12. Users

7. Email Template and Alerts

Email Templates ensure that all outgoing messages, such as order confirmations or updates, follow a consistent and professional format. Email Alerts automatically send these templates when certain actions occur, helping keep customers informed and ensuring smooth communication without manual effort.

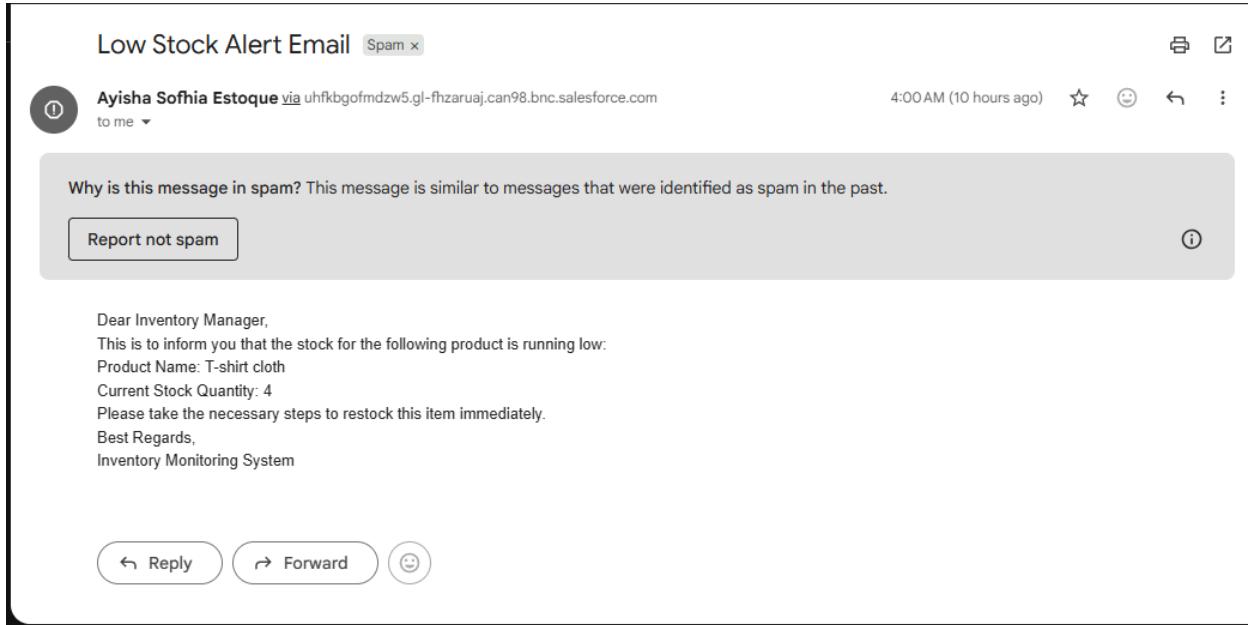


Fig 13. Low Stock Email Notification

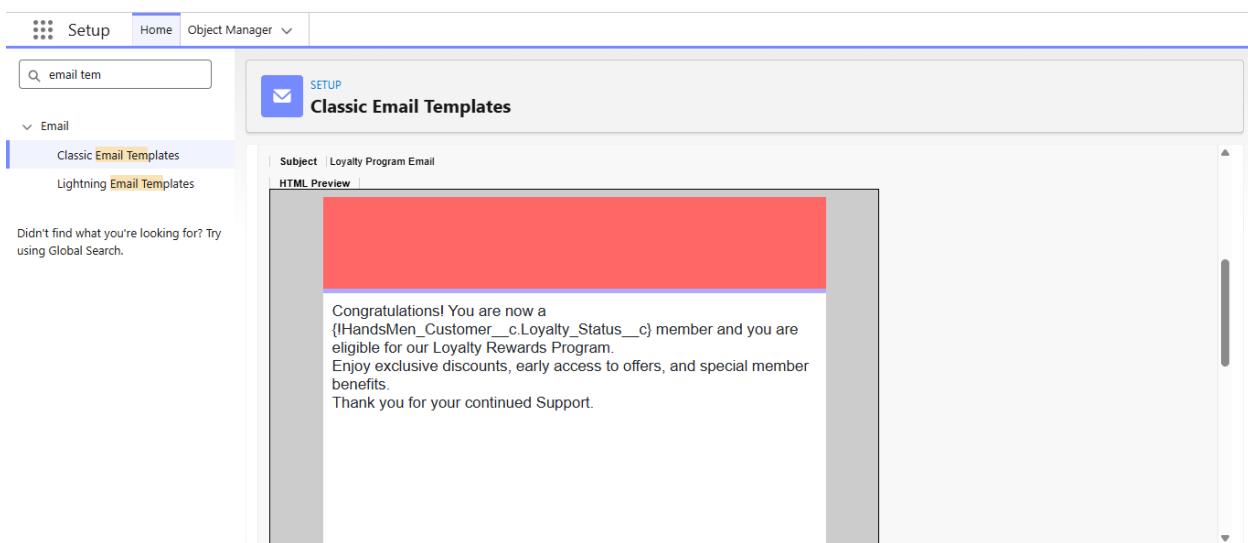


Fig 14. Loyalty Status Update Email Notification

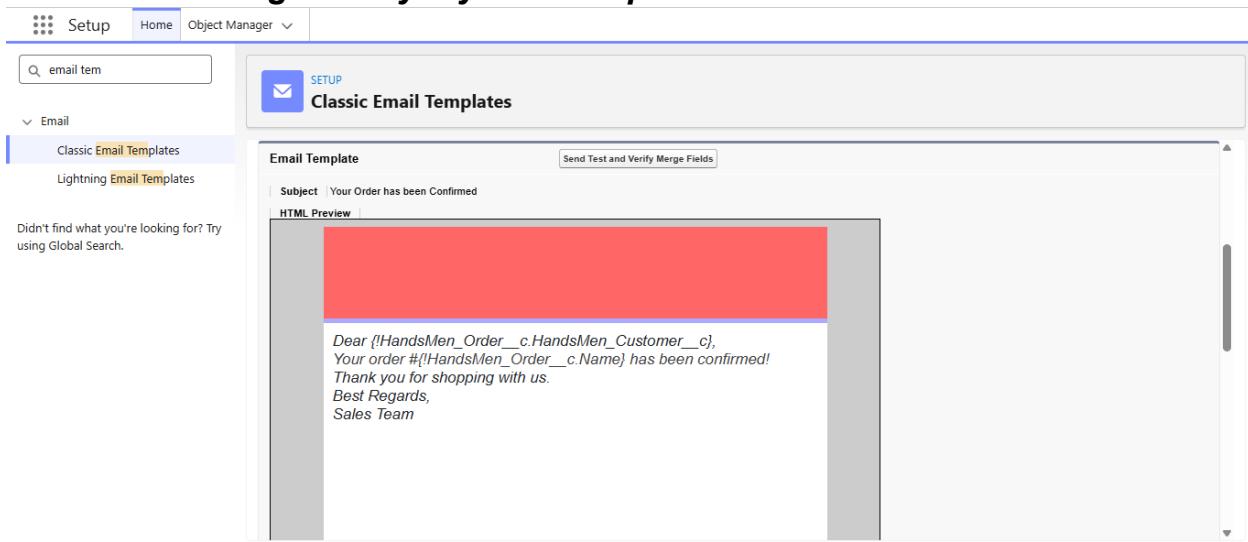


Fig 15. Order Confirmation Email Notification

8. Flows

- **Email Notification:** is the flow that automatically sends an order confirmation email to the customer regarding their newly placed order.

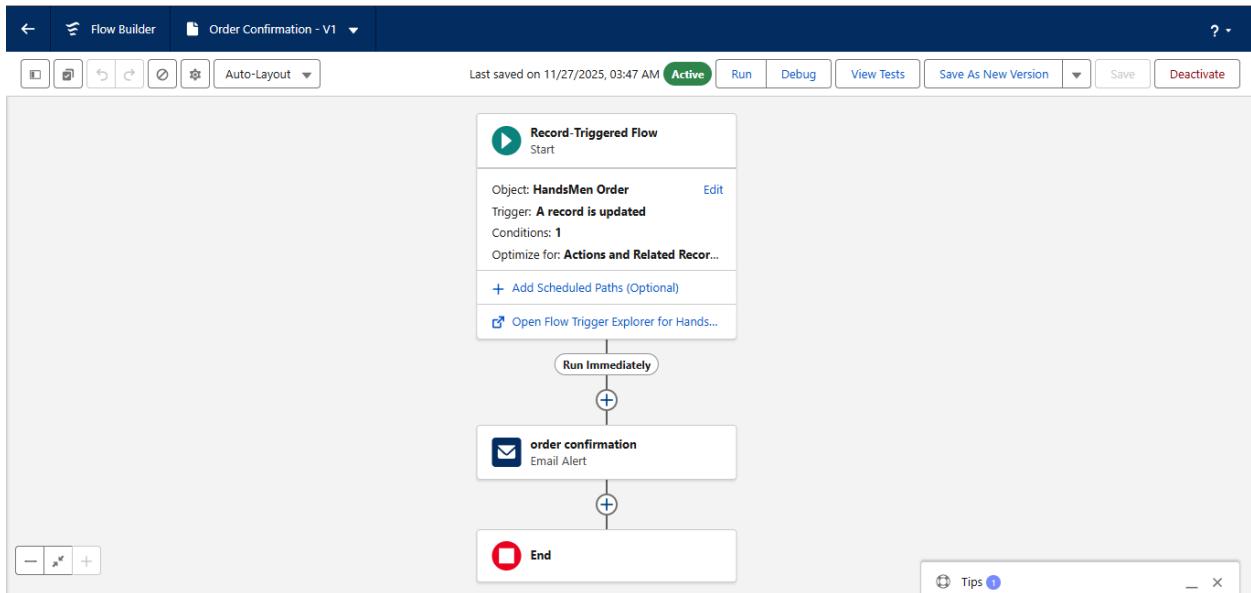


Fig 16. Flow of Email Notification

- **Stock Update Flow:** If the order was already created or changed, this stock update flow will automatically update the product's availability of stock.

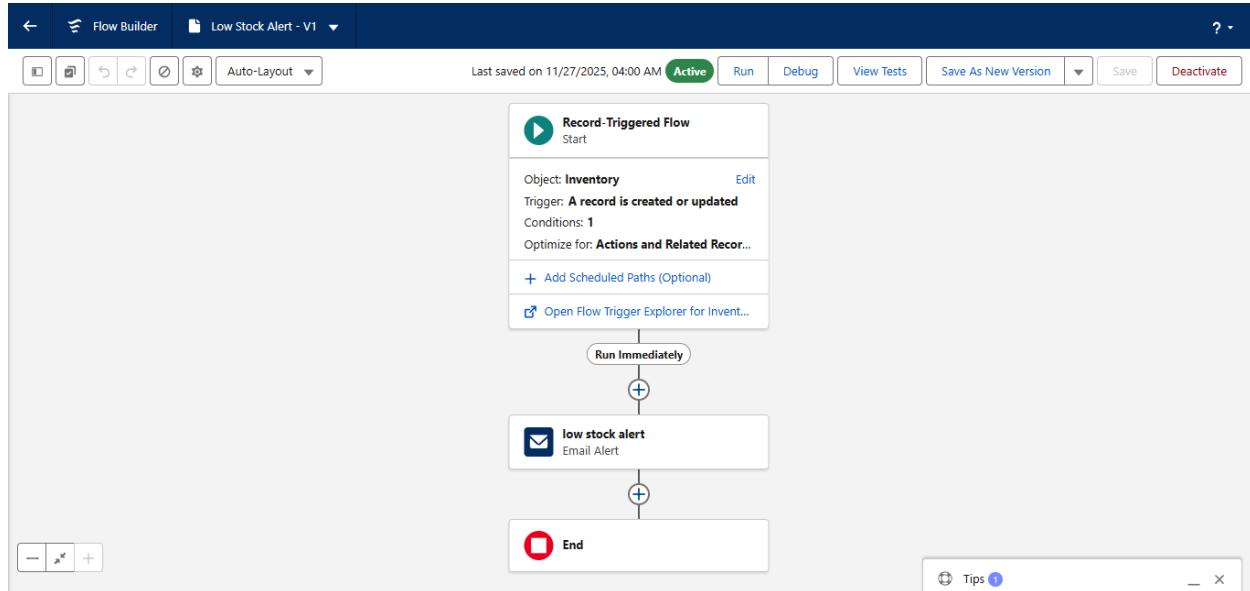


Fig 17. Flow of Stocks Update

- **Scheduled Loyalty Update:** A real-time flow that checks and updates the customer loyalty status based on their total amount of purchases.

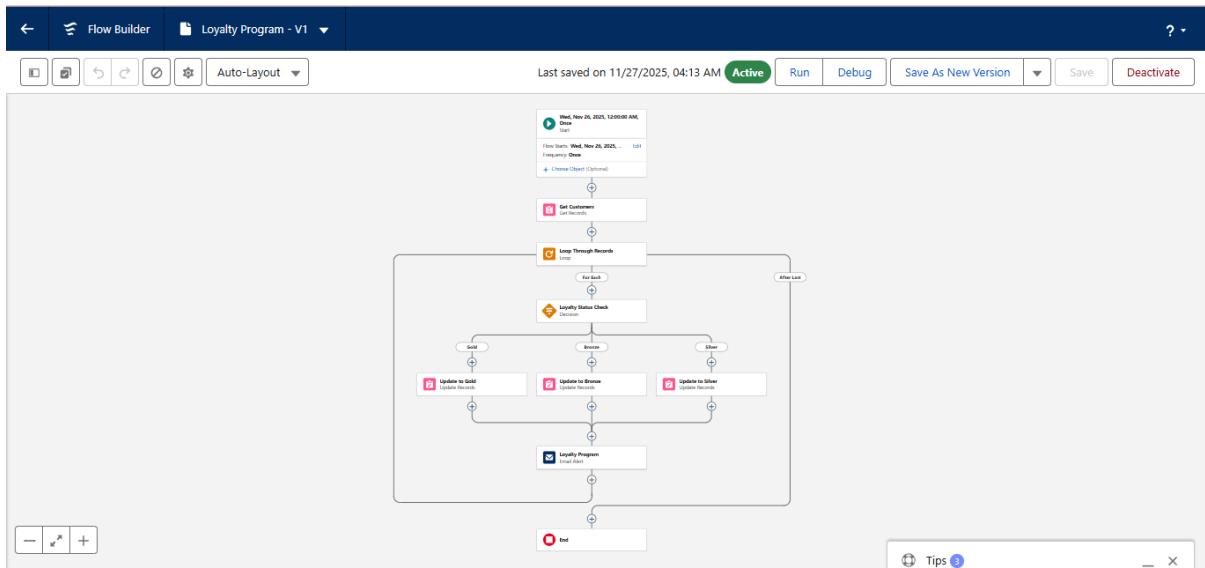
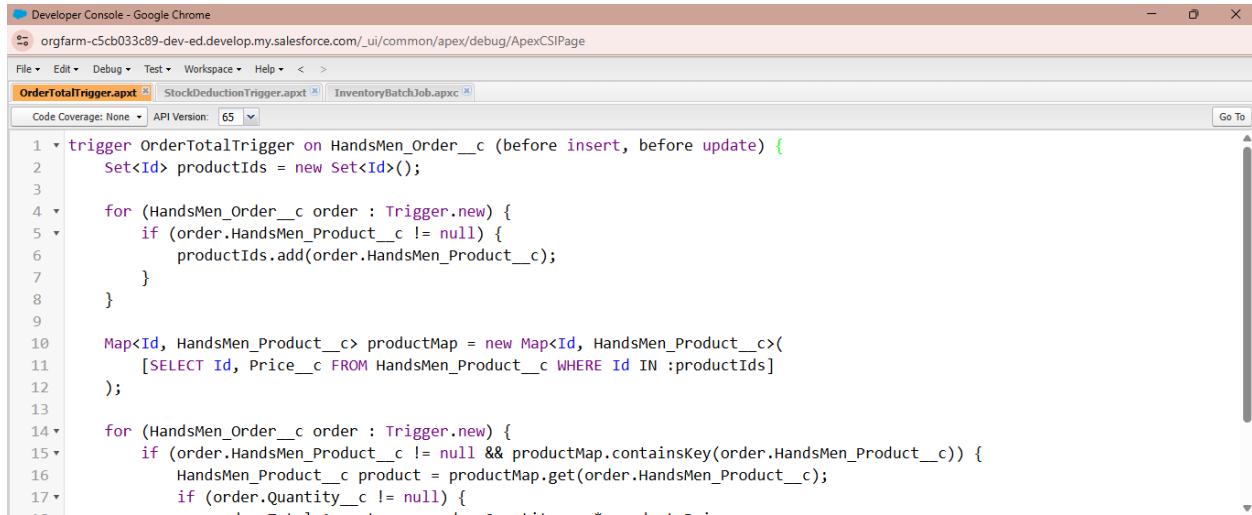


Fig 18. Flow of Loyalty Update

9. Apex Classes, Triggers, Asynchronous Apex Classes

- **Order Total Trigger (OrderTrigger):** For automation that calculates and updates the total amount of orders that is based on the set quantity and price.



```
trigger OrderTotalTrigger on HandsMen_Order__c (before insert, before update) {
    Set<Id> productIds = new Set<Id>();

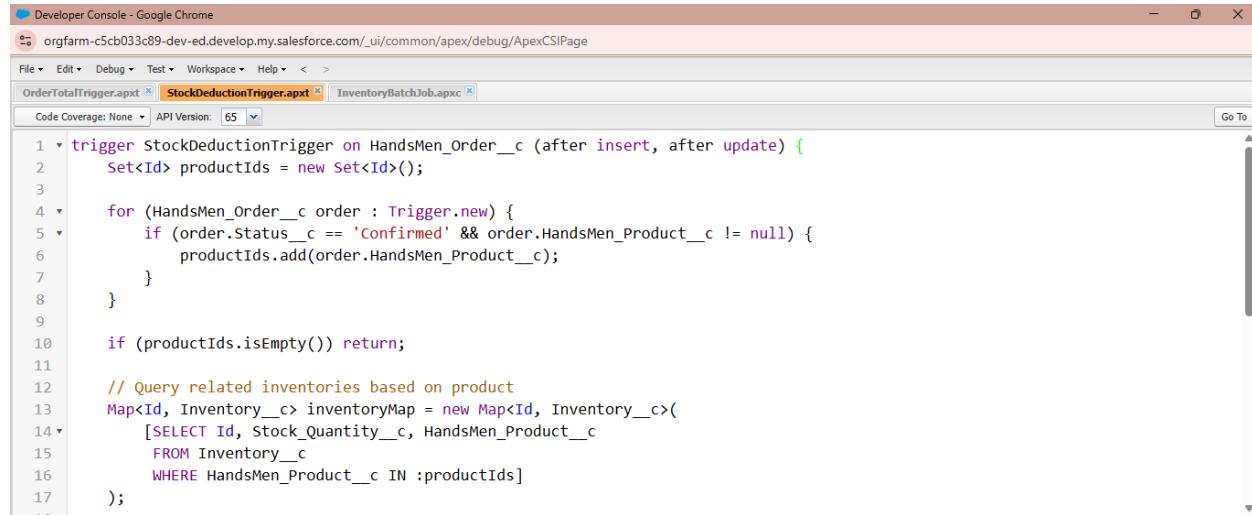
    for (HandsMen_Order__c order : Trigger.new) {
        if (order.HandsMen_Product__c != null) {
            productIds.add(order.HandsMen_Product__c);
        }
    }

    Map<Id, HandsMen_Product__c> productMap = new Map<Id, HandsMen_Product__c>(
        [SELECT Id, Price__c FROM HandsMen_Product__c WHERE Id IN :productIds]
    );

    for (HandsMen_Order__c order : Trigger.new) {
        if (order.HandsMen_Product__c != null && productMap.containsKey(order.HandsMen_Product__c)) {
            HandsMen_Product__c product = productMap.get(order.HandsMen_Product__c);
            if (order.Quantity__c != null) {
                product.TotalQuantity__c += order.Quantity__c;
                productMap.put(order.HandsMen_Product__c, product);
            }
        }
    }
}
```

Fig 19. Apex Order Total Trigger

- **Stock Deduction Trigger (ProductStockUpdateTrigger):** This trigger ensures that the stock of the products is correctly reduced after the order was processed



```
trigger StockDeductionTrigger on HandsMen_Order__c (after insert, after update) {
    Set<Id> productIds = new Set<Id>();

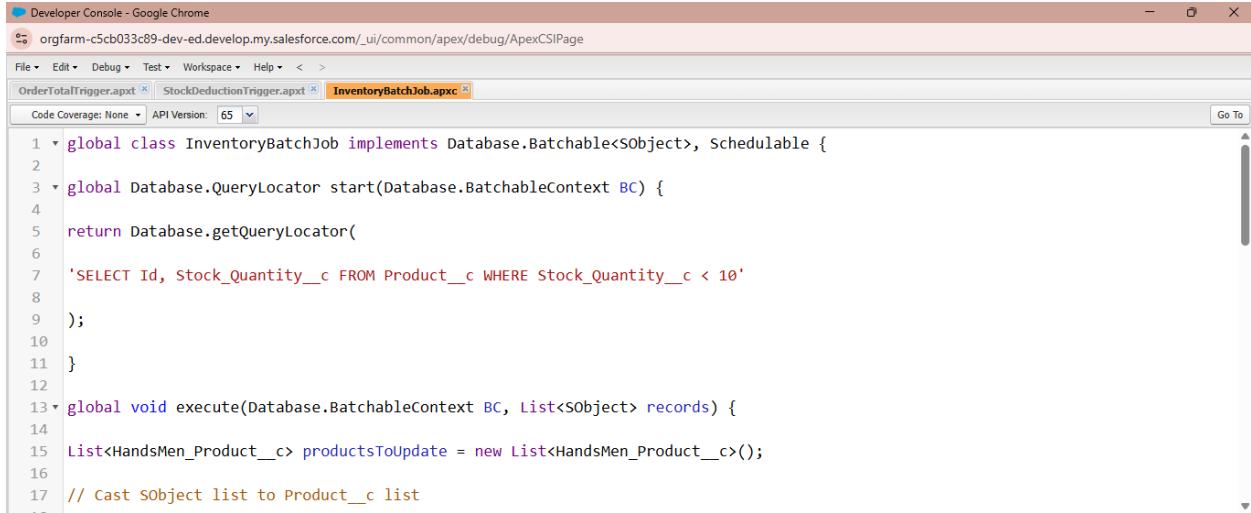
    for (HandsMen_Order__c order : Trigger.new) {
        if (order.Status__c == 'Confirmed' && order.HandsMen_Product__c != null) {
            productIds.add(order.HandsMen_Product__c);
        }
    }

    if (productIds.isEmpty()) return;

    // Query related inventories based on product
    Map<Id, Inventory__c> inventoryMap = new Map<Id, Inventory__c>(
        [SELECT Id, Stock_Quantity__c, HandsMen_Product__c
         FROM Inventory__c
         WHERE HandsMen_Product__c IN :productIds]
    );
}
```

Fig 20. Apex Stock Deduction Trigger

- **Loyalty Status Trigger (CustomerLoyaltyUpdateTrigger):** This updates the statuses of customers loyalty in real-time based on their purchase history



```

1 global class InventoryBatchJob implements Database.Batchable<SObject>, Schedulable {
2
3     global Database.QueryLocator start(Database.BatchableContext BC) {
4
5         return Database.getQueryLocator(
6             'SELECT Id, Stock_Quantity__c FROM Product__c WHERE Stock_Quantity__c < 10'
7         );
8
9     }
10
11 }
12
13 global void execute(Database.BatchableContext BC, List<SObject> records) {
14
15     List<HandsMen_Product__c> productsToUpdate = new List<HandsMen_Product__c>();
16
17     // Cast SObject list to Product__c list

```

Fig 21. Apex Loyalty Status Trigger

Deployment of System in Real World

The HandsMen Threads System is a Salesforce-based solution designed to support real-world operations by improving organization, automation, and efficiency across customer and business management. Once deployed into an actual business setting, the system provides smooth interaction between employees and essential business data while ensuring accurate and secure information flow. Key functionalities include:

- **Customer Management** – Employees can easily interact with customer records to update details, monitor loyalty status, and ensure personalized customer service. This creates a seamless communication channel between the business and its clients.
- **Order Processing Automation** – Users are guided through a simplified ordering process where totals are calculated automatically, and confirmation emails are instantly sent. This reduces human error and speeds up operations.

- **Product Listing and Inventory Tracking** – All products are organized within the system, allowing staff to view details, pricing, and availability in real time. Inventory levels are continuously updated to support quick decision-making, restocking, and to prevent overselling.
- **Marketing Campaign Management** – Staffs can plan, launch, and evaluate promotional campaigns directly in the system, improving customer engagement through well-organized and data-backed marketing strategies.

The screenshot shows the HandsMen Customer management interface. At the top, there's a navigation bar with links for Threads, Customers (which is selected), Orders, Products, Inventory, Marketing Campaigns, Reports, and More. Below the navigation is a header bar with a user icon, the name 'john', and buttons for 'New Contact', 'Edit', and 'New Opportunity'. The main area displays a customer profile for 'john'. The profile includes fields for HandsMen Customer Name (john), Email (ayishasofhia@gmail.com), Loyalty Status (Bronze), FirstName (john), LastName (john), FullName (john john), Total Purchases (500), and Created By (Ayisha Sofia Estoque). It also shows the Owner as Ayisha Sofia Estoque and the last modified date and time. There are edit icons next to most of the input fields.

Fig 22. Customer Management

The screenshot shows the HandsMen Order processing automation interface. The navigation bar is identical to Fig 22. The main area displays an order profile for 'O-0002'. The profile includes fields for HandsMen OrderNumber (O-0002), HandsMen Product (T-shirt cloth), HandsMen Customer (john), Status (Pending), Quantity (500), Total Amount (1,500), and Customer Email (john@example.com). It also shows the Owner as Ayisha Sofia Estoque and the last modified date and time. There are edit icons next to most of the input fields.

Fig 23. Order Processing Automation

HandsMen Threads HandsMen Customers HandsMen Orders **HandsMen Products** Inventorys Marketing Campaigns Reports More

HandsMen Product
T-shirt cloth

New Contact Edit New Opportunity

Related	Details
HandsMen Order Name T-shirt cloth	Owner  Ayisha Sofia Estoque
SKU	
Price \$3	
Stock Quantity	
Created By  Ayisha Sofia Estoque, 11/26/2025, 11:10 AM	Last Modified By  Ayisha Sofia Estoque, 11/26/2025, 12:28 PM

Fig 24. Product Listing

HandsMen Threads HandsMen Customers HandsMen Orders HandsMen Products **Inventorys** Marketing Campaigns Reports More

Inventory
I -0001

New Contact Edit New Opportunity

Related	Details
Inventory Number I -0001	
HandsMen Product T-shirt cloth	
Stock Quantity 600	
Stock Status Available	
Warehouse	
Created By  Ayisha Sofia Estoque, 11/26/2025, 11:10 AM	Last Modified By  Ayisha Sofia Estoque, 11/26/2025, 7:59 PM

Fig 25. Inventory Tracking

Conclusion

The deployment of the HandsMen Threads System shows how Salesforce can truly transform the way a business operates. By organizing important data, automating routine tasks, and giving employees real-time insights, the system makes day-to-day work much smoother and more efficient. It brings key processes such as managing customers, handling orders, tracking inventory, and running marketing campaigns into one easy-to-use platform, helping teams work together more effectively while reducing errors along the way. Employees can quickly access the information they need to provide personalized service, respond to customer needs, and make better decisions on the spot. Ultimately, the HandsMen Threads System is more than just software; it is a tool that strengthens customer relationships, supports the company's growth, and allows the entire business to operate more efficiently, intelligently, and collaboratively.

Future Scope / Recommendations

The system has the **potential to further expand its capabilities** as the business evolves. Future enhancements may include:

- Integration with **payment gateways** for full online ordering support.
- **Advanced analytics and AI-powered insights** for sales forecasting, customer behavior prediction, and personalized marketing recommendations.
- **Expansion of loyalty program** features to increase customer retention.
- **Mobile app optimization** to allow easier access for field employees.
- **Social media integration** for automated campaign performance tracking

By incorporating AI and advanced analytics, the system can proactively suggest actions, predict trends, and provide smarter decision-making tools. These future developments will strengthen the system's adaptability and ensure it continues to meet the growing and changing demands of the organization.