

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.

Build enterprise-quality apps fast and get hands-on with Agentforce and Data Cloud.

Sign up for your Developer Edition.

- ✓ Build apps fast with drag-and-drop tools
- ✓ Go further with Apex code
- ✓ Build AI agents with Agentforce
- ✓ Harmonize your data with Data Cloud
- ✓ Ground Agentforce with structured and unstructured data
- ✓ Integrate with anything using APIs

Sign up for your Developer Edition
A free Salesforce Platform environment with Agentforce and Data Cloud

First name: Ayisha Sofhia ✓ Last name: Estoque ✓

Job title: Developer ✓ Work email: ayishasofhia@gmail.com ✓

Company: Polytechnic University ✓ Country/Region: Philippines ✓

Your org may be provisioned on or migrated to Hyperforce, Salesforce's public cloud infrastructure.

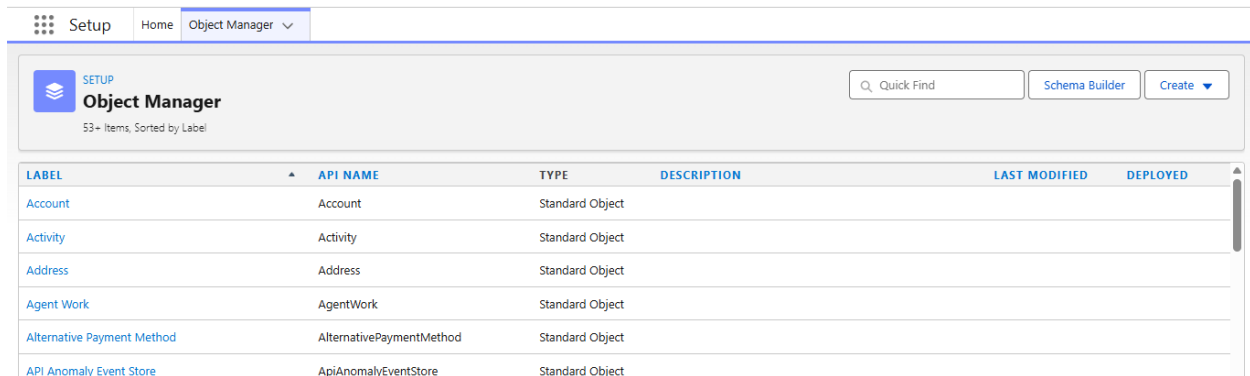
☐ I agree to the Main Services Agreement - Developer Services and Salesforce Program Agreement. I acknowledge, as described in the Developer Documentation: (1) the Developer Edition Includes autonomous and other generative AI features; and (2) Salesforce may limit use of those features and the org, and may terminate any org that has been inactive for 45 days.

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



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.

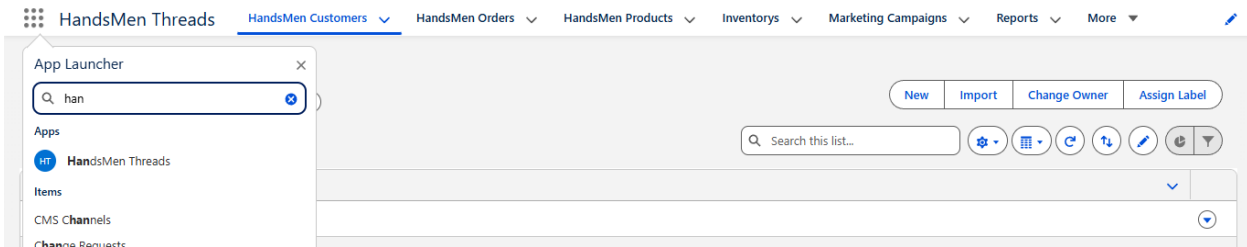


Fig 3. Lighting App HandsMen Thread

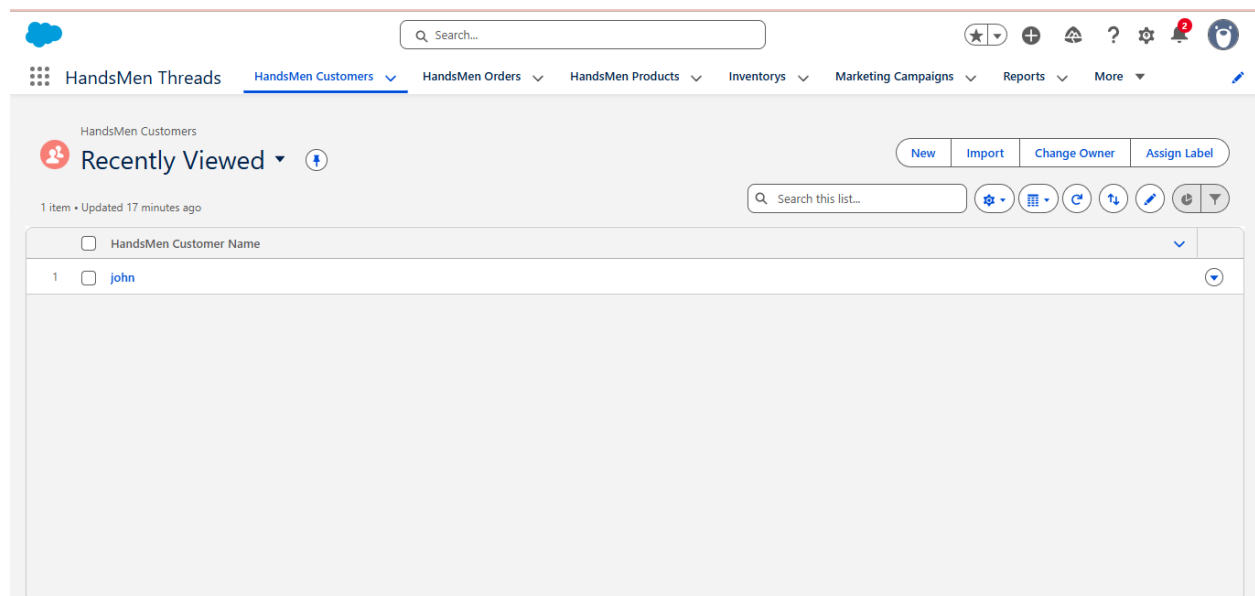


Fig 4. HandsMen Customers Tab

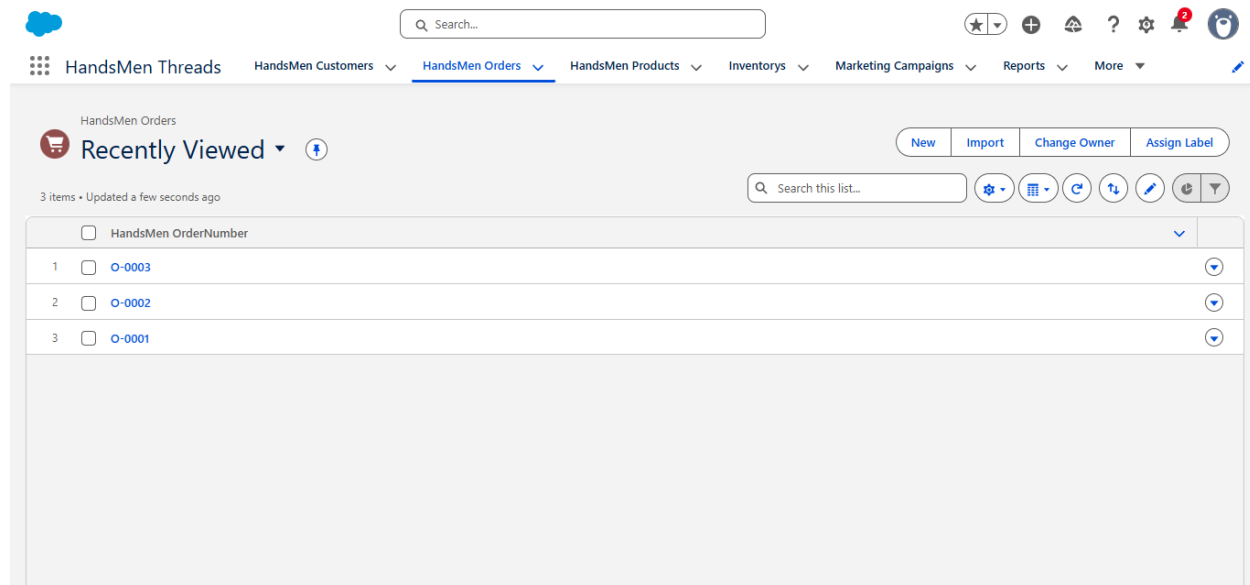


Fig 5. HandsMen Orders Tab

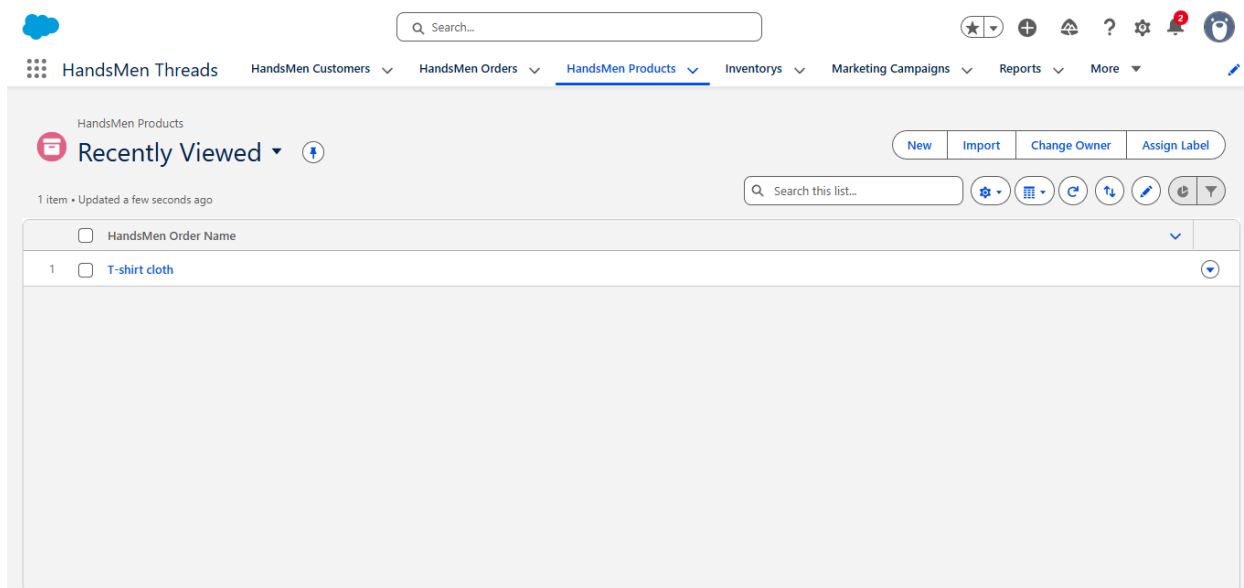


Fig 6. HandsMen Products Tab

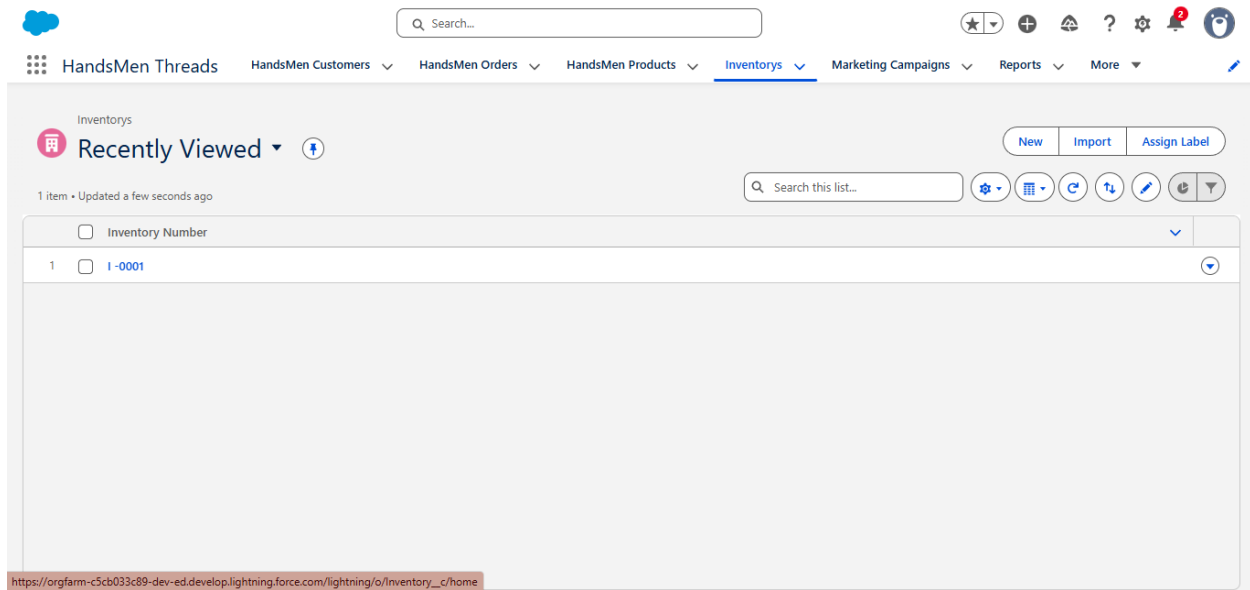


Fig. 7 Inventory

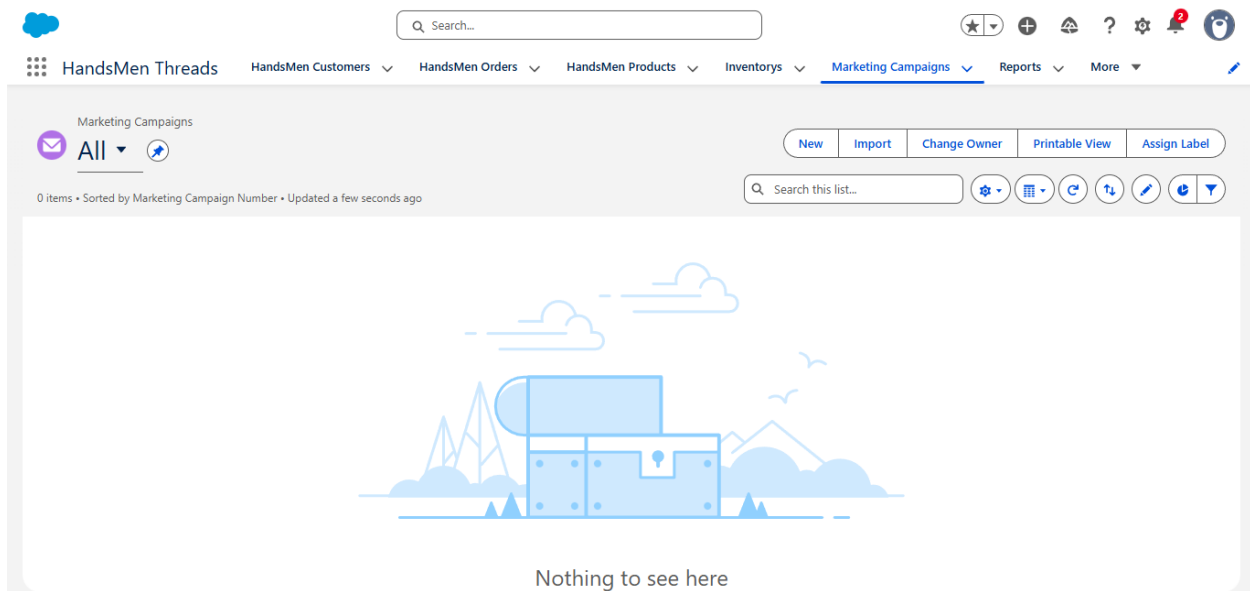


Fig. 8 Marketing Campaign

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 an Inventory record. The record is titled 'Inventory I -0001'. The 'Stock Quantity' field is highlighted in yellow and contains the value '0'. A validation error message is displayed in a pink box: 'We hit a snag. Review the errors on this page. • the inventory count is never less than zero.' The error message is positioned over the 'Warehouse' field. At the bottom of the form, there are 'Cancel' and 'Save' buttons. The 'Created By' field shows 'Ayisha Sofia Estoque, 11/26/2025, 12:33 PM'.

HandsMen Threads HandsMen Customers HandsMen Orders HandsMen Products Inventories Marketing Camp:

Inventory I -0001

Inventory Number
I -0001

HandsMen Product
T-shirt cloth

Stock Quantity
0

Stock Status
Available
This field is calculated upon save

Warehouse

Created By
Ayisha Sofia Estoque, 11/26/2025, 12:33 PM

ed By
ofhia Estoque, 11/26/2025, 12:33 PM

Cancel Save

Fig 9. Validation for less than 0

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

The screenshot shows a web application window titled "New HandsMen Customer". The form is titled "Information" and includes a legend: "* = Required Information". The form fields are as follows:

- * HandsMen Customer Name:** A text input field containing "Jane".
- Email:** A text input field containing "jane.smith". This field is highlighted with a pink border and a red error icon (a circle with a diagonal line). Below the field, a red message reads: "Enter a valid email address, such as name@email.com.".
- Phone:** An empty text input field.
- Loyalty Status:** A dropdown menu showing "--None--".
- FirstName:** An empty text input field.
- LastName:** An empty text input field.

On the right side of the form, the "Owner" is listed as "Ayisha Sofhia Estoque" with a user icon.

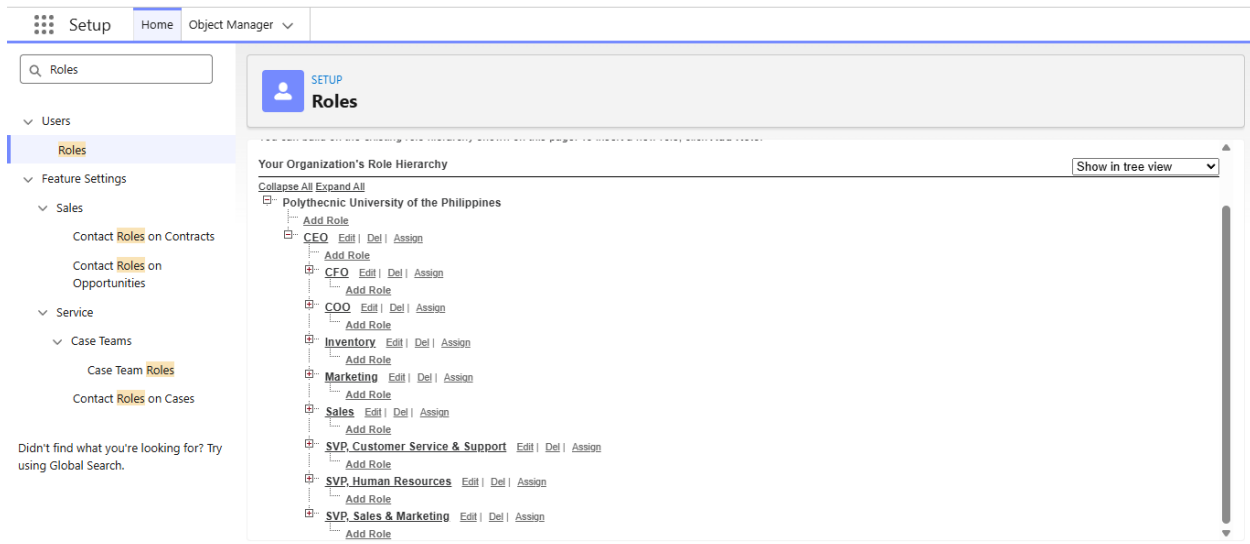
A pink error dialog box is displayed in the center of the form, containing the text: "We hit a snag." followed by "Review the following fields" and a bulleted list with "Email".

At the bottom right of the form, there are three buttons: "Cancel", "Save & New", and "Save". The "Cancel" button has a red error icon next to it.

Fig 10. Validation for incomplete email address

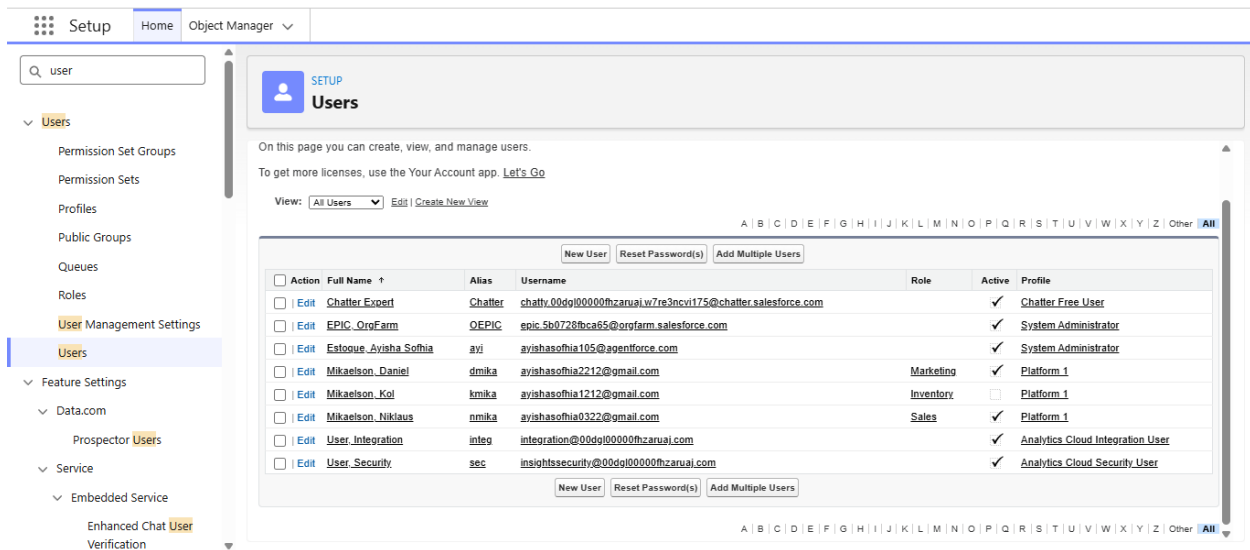
5. Users Roles

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.



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.



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.

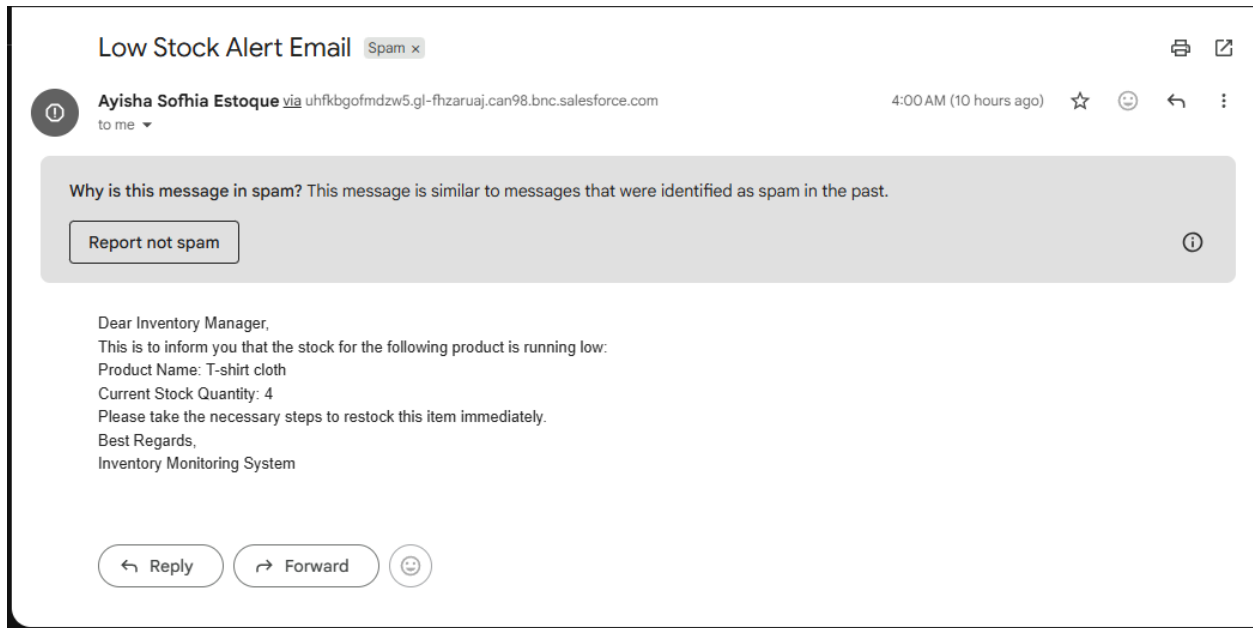


Fig 13. Low Stock Email Notification

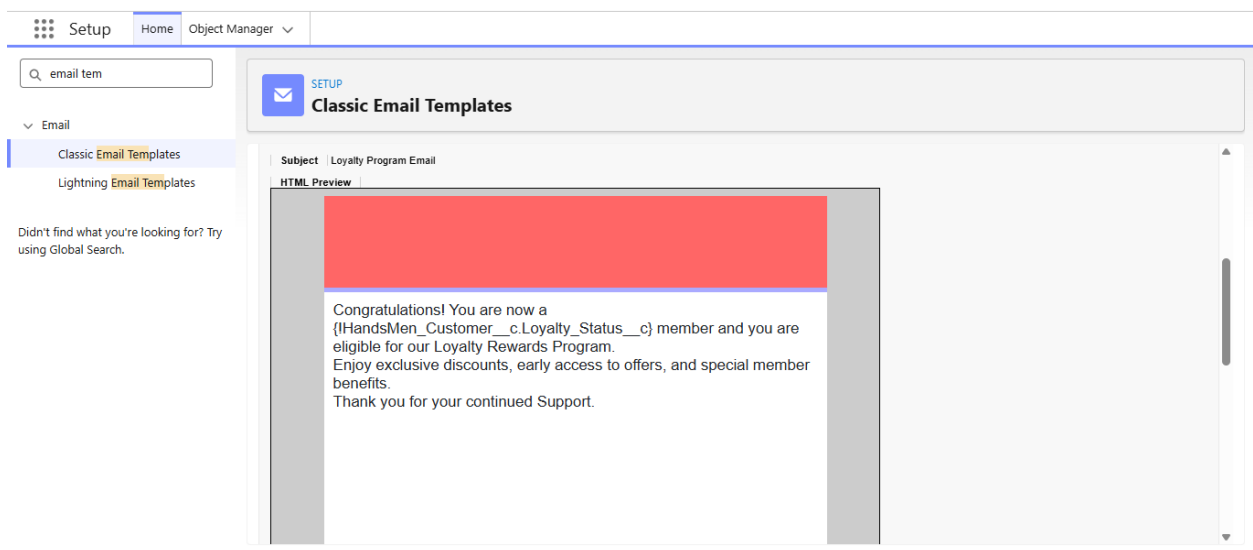


Fig 14. Loyalty Status Update Email Notification

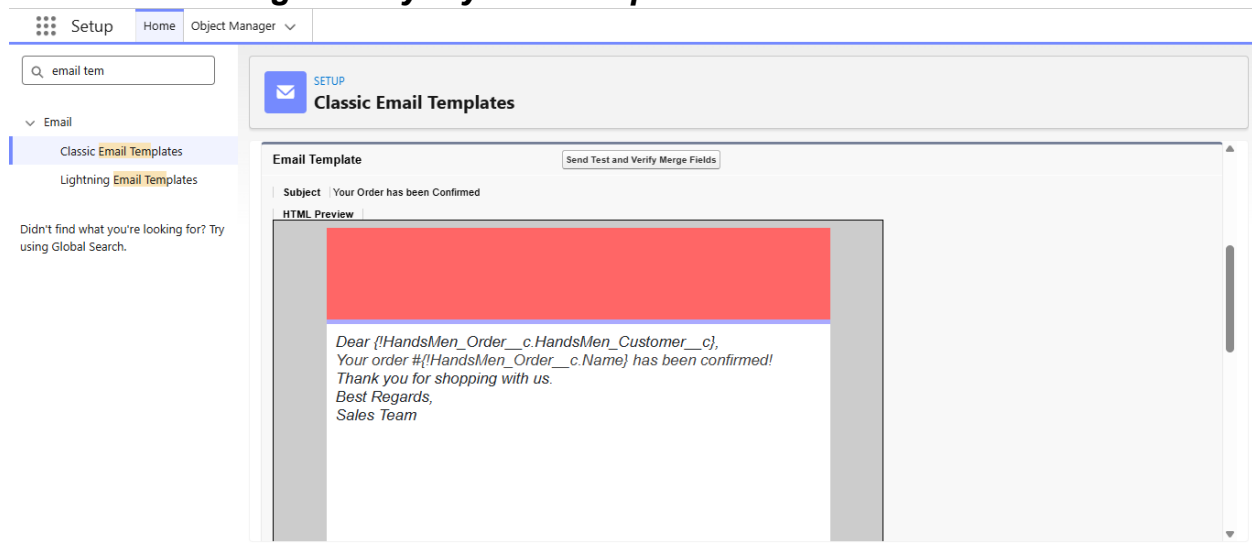


Fig 15. Order Confirmation Email Notification

8. Flows

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

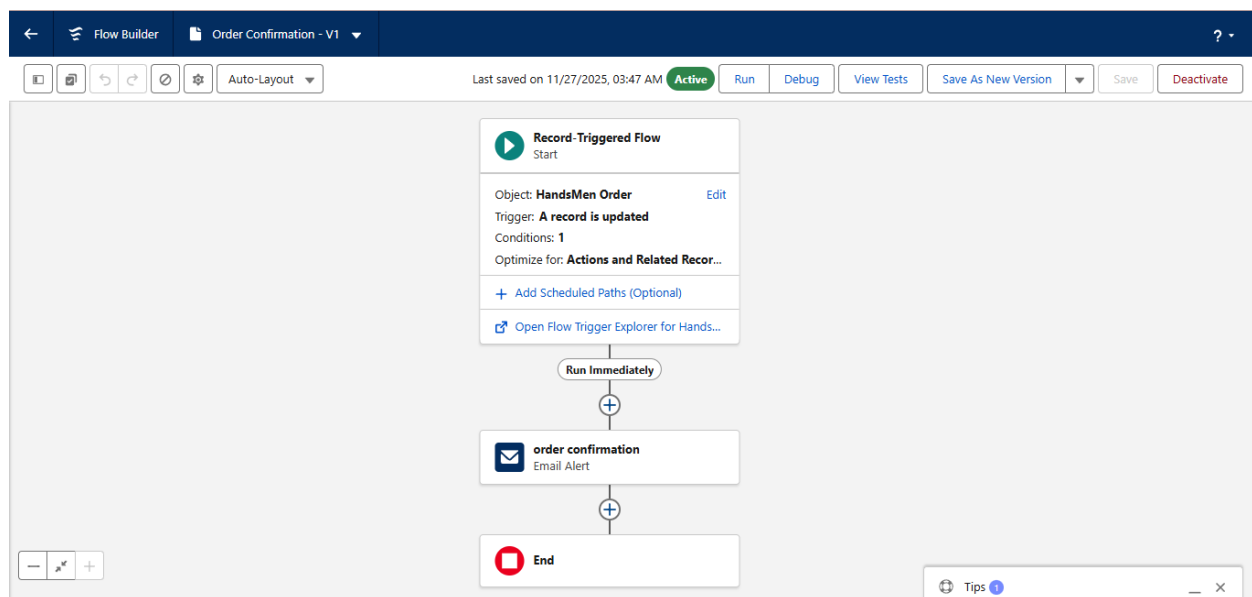


Fig 16. Flow of Email Notification

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

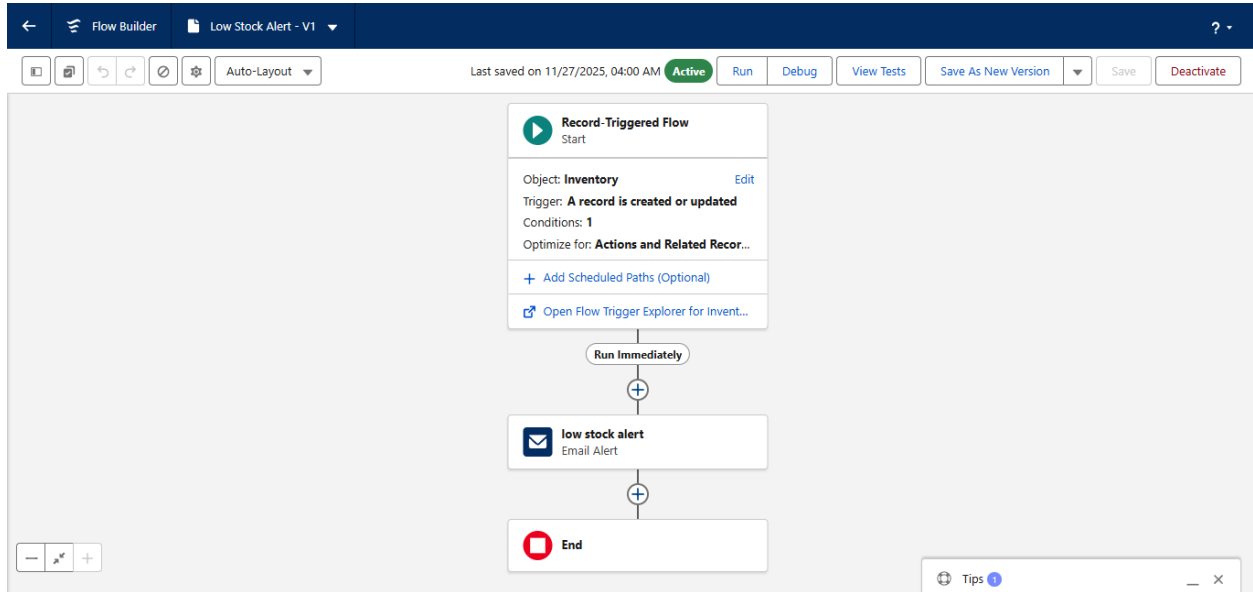


Fig 17. Flow of Stocks Update

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

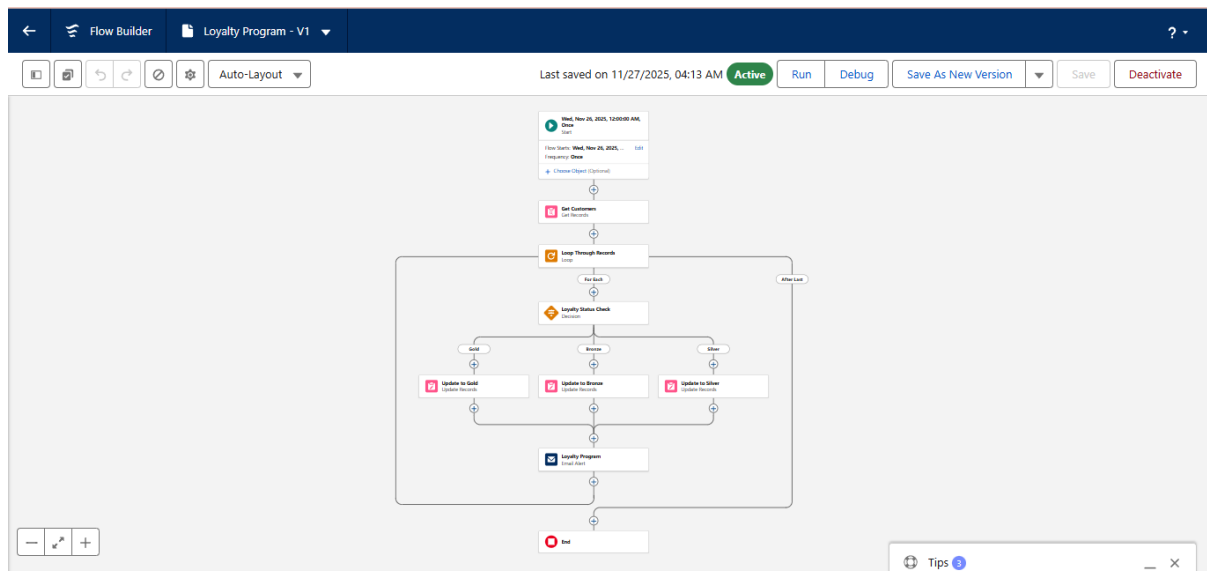
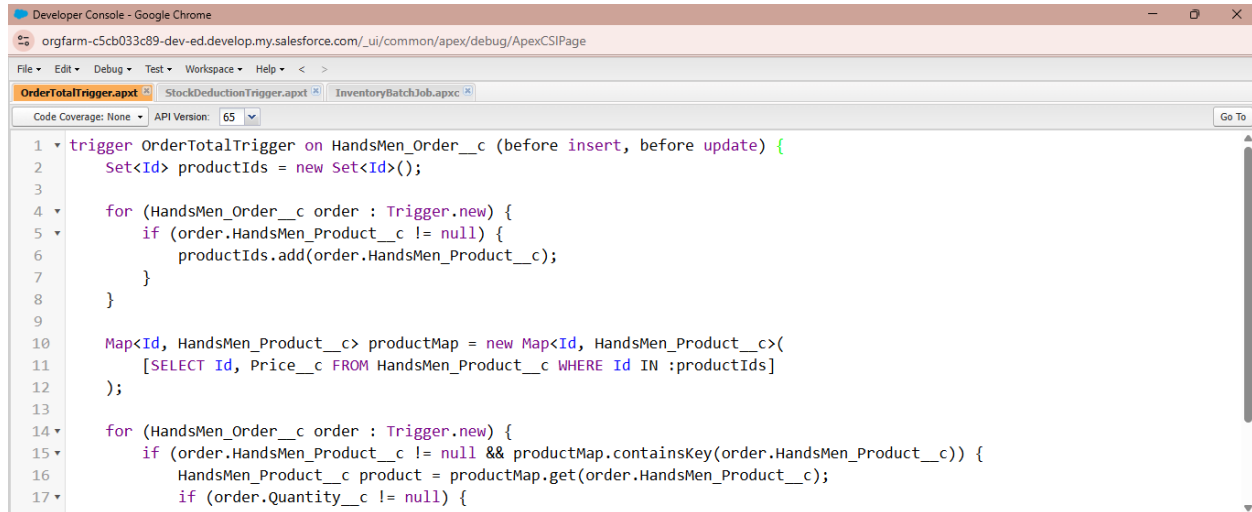


Fig 18. Flow of Loyalty Update

9. Apex Classes, Triggers, Asynchronous Apex Classes

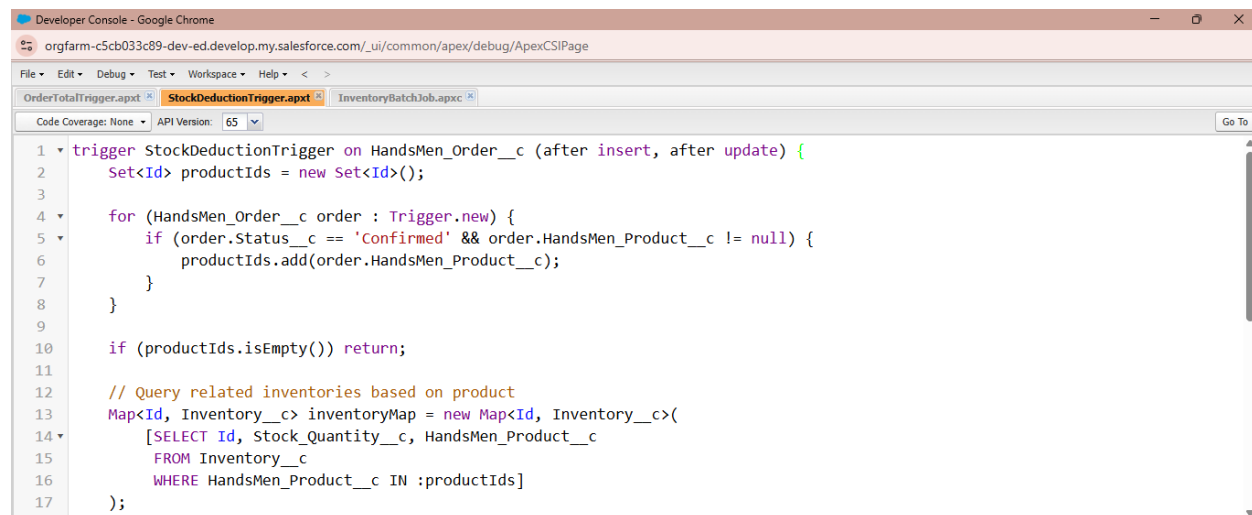
- **Order Total Trigger (OrderTrigger):** For automation that calculates and updates the total amount of orders that is based on the set quantity and price.



```
1 trigger OrderTotalTrigger on HandsMen_Order__c (before insert, before update) {
2     Set<Id> productIds = new Set<Id>();
3
4     for (HandsMen_Order__c order : Trigger.new) {
5         if (order.HandsMen_Product__c != null) {
6             productIds.add(order.HandsMen_Product__c);
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) {
```

Fig 19. Apex Order Total Trigger

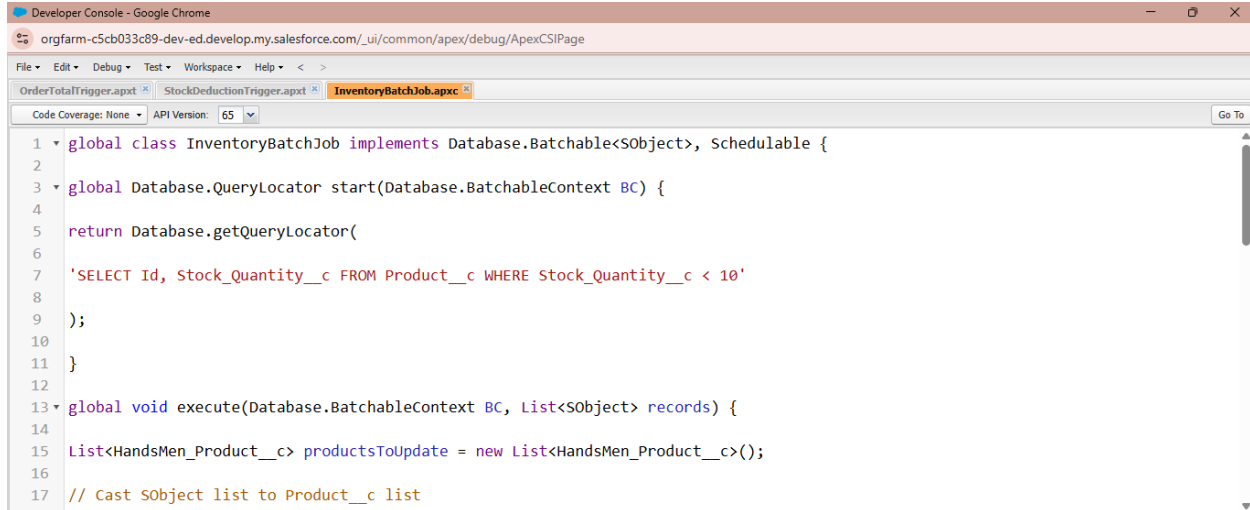
- **Stock Deduction Trigger (ProductStockUpdateTrigger):** This trigger ensures that the stock of the products is correctly reduced after the order was processed



```
1 trigger StockDeductionTrigger on HandsMen_Order__c (after insert, after update) {
2     Set<Id> productIds = new Set<Id>();
3
4     for (HandsMen_Order__c order : Trigger.new) {
5         if (order.Status__c == 'Confirmed' && order.HandsMen_Product__c != null) {
6             productIds.add(order.HandsMen_Product__c);
7         }
8     }
9
10    if (productIds.isEmpty()) return;
11
12    // Query related inventories based on product
13    Map<Id, Inventory__c> inventoryMap = new Map<Id, Inventory__c>(
14        [SELECT Id, Stock_Quantity__c, HandsMen_Product__c
15         FROM Inventory__c
16         WHERE HandsMen_Product__c IN :productIds]
17    );
```

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
7          'SELECT Id, Stock_Quantity__c FROM Product__c WHERE Stock_Quantity__c < 10'
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 displays the 'HandsMen Customer' management page. The top navigation bar includes 'HandsMen Threads', 'HandsMen Customers' (selected), 'HandsMen Orders', 'HandsMen Products', 'Inventorys', 'Marketing Campaigns', 'Reports', and 'More'. The customer profile for 'john' is shown with the following details:

HandsMen Customer Name	john	Owner	Ayisha Sofhia Estoque
Email	ayishasofhia@gmail.com		
Phone			
Loyalty Status	Bronze		
FirstName	john		
LastName	john		
FullName	john john		
Total Purchases	500		
Created By	Ayisha Sofhia Estoque, 11/26/2025, 11:09 AM	Last Modified By	Ayisha Sofhia Estoque, 11/26/2025, 12:19 PM

Buttons for 'New Contact', 'Edit', and 'New Opportunity' are located at the top right of the profile card.

Fig 22. Customer Management

The screenshot displays the 'HandsMen Order' processing page. The top navigation bar is identical to the previous figure. The order details for 'O-0002' are shown with the following information:

HandsMen OrderNumber	O-0002	Owner	Ayisha Sofhia Estoque
HandsMen Product	T-shirt cloth		
HandsMen Customer	john		
Status	Pending		
Quantity	500		
Total Amount	1,500		
Customer Email	john@example.com		
Created By	Ayisha Sofhia Estoque, 11/26/2025, 12:29 PM	Last Modified By	Ayisha Sofhia Estoque, 11/26/2025, 12:30 PM

Buttons for 'New Contact', 'Edit', and 'New Opportunity' are located at the top right of the order card.

Fig 23. Order Processing Automation

HandsMen Threads

HandsMen Customers

HandsMen Orders

HandsMen Products

Inventorys

Marketing Campaigns

Reports

More

HandsMen Product

T-shirt cloth

New ContactEditNew Opportunity

Related

Details

HandsMen Order Name

T-shirt cloth

SKU

Price

\$3

Stock Quantity

Created By

Ayisha Sofia Estoque, 11/26/2025, 11:10 AM

Owner

Ayisha Sofia Estoque

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 ContactEditNew 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.