

HandsMen Threads: Enhancing Sophistication in Men's Fashion Through Salesforce

Abstract

This capstone project, HandsMen Threads, explores the use of the Salesforce Platform to modernize data management and elevate customer experience within a luxury men's fashion business. The project's main objective was to transition the organization from fragmented and inefficient data processes to a secure and centralized Salesforce environment.

The proposed solution establishes a solid data architecture and introduces four key real-time business automations covering customer engagement, loyalty management, inventory tracking, and financial workflows. Together, these automations ensure data accuracy, improve internal operations, and strengthen customer relationships by enabling faster, more personalized communication and streamlined business processes.

Objective

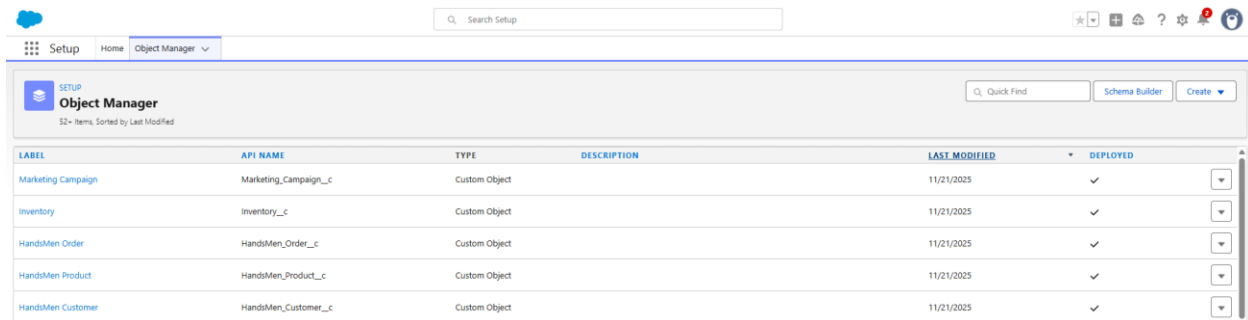
The central objective of the HandsMen Threads capstone initiative was to deploy a Salesforce-based system that automates four major business processes to significantly enhance customer experience and operational efficiency.

Four Main Project Deliverables

1. **Automated Order Confirmations (Customer Experience Enhancement)**
Develop a real-time notification system that immediately sends customers a personalized email after an order is placed, supporting faster communication and improving customer satisfaction and trust.
2. **Dynamic Loyalty Program (Improved Customer Retention)**
Automate the updating of loyalty levels based on customers' purchase histories, enabling instant application of rewards and reinforcing repeat business.
3. **Proactive Stock Alerts (Operational Efficiency)**
Implement a mechanism that automatically notifies the operations team about low inventory, allowing timely restocking decisions and reducing the risk of product shortages.
4. **Automated Bulk Order Processing (Data Accuracy)**
Create a scheduled nightly process that systematically handles bulk orders, updates financial and inventory records, and ensures data is always current for daily business operations.

Salesforce Custom Objects

The Foundation of the solution is built on these custom objects:



The screenshot shows the Salesforce Object Manager interface. At the top, there's a search bar and navigation tabs for Setup, Home, and Object Manager. Below the tabs, the 'Object Manager' section is active, displaying a list of custom objects. The table has columns for LABEL, API NAME, TYPE, DESCRIPTION, LAST MODIFIED, and DEPLOYED. The objects listed are Marketing Campaign, Inventory, HandsMen Order, HandsMen Product, and HandsMen Customer, all of which are Custom Objects and have been deployed.

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Marketing Campaign	Marketing_Campaign__c	Custom Object		11/21/2025	✓
Inventory	Inventory__c	Custom Object		11/21/2025	✓
HandsMen Order	HandsMen_Order__c	Custom Object		11/21/2025	✓
HandsMen Product	HandsMen_Product__c	Custom Object		11/21/2025	✓
HandsMen Customer	HandsMen_Customer__c	Custom Object		11/21/2025	✓

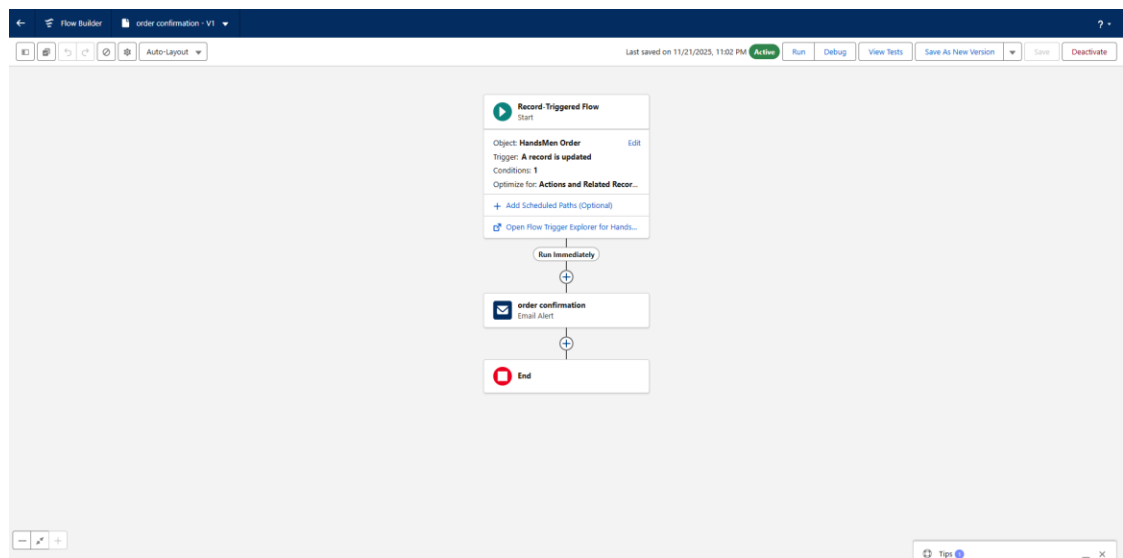
- HandsMen Customer – stores customer profiles and loyalty status information
- HandsMen Order – records customer orders and relevant transaction details
- HandsMen Product – manages product inventory, pricing, and availability
- Inventory Object – Manages stock levels and product availability
- Marketing Campaigns Object – Tracks marketing initiatives and campaigns

These custom objects work together to enable complete automation of order management, loyalty rewards, inventory updates, and business reporting.

Salesforce Flow

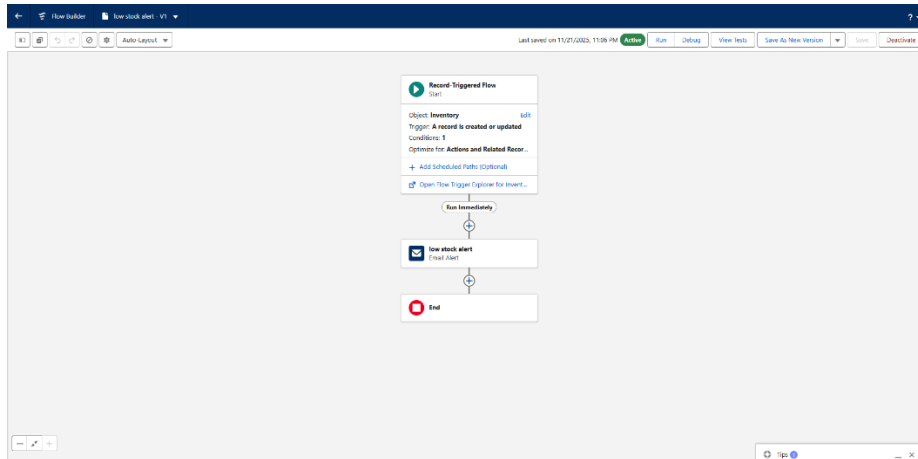
This is the primary automation tool used for handling all critical, real-time business processes

a. Order Confirmation Flow



Record Triggered Flow that automatically sends confirmation emails when orders are confirmed

b. Low Stock Flow



Records-Triggered Flow on Inventory object that alerts warehouse team when stock levels are low

Validation Rule & Formula Fields

Used extensively to enforce data integrity, ensuring that required field are populated and that data follows business logics.

HandsMen Order

Information

HandsMen OrderNumber

HandsMen Product: 1-shirt cloth

HandsMen Customer: Search handsMen Customers...

Status: --None--

Quantity

Total Amount: 0.00

Please Enter Correct Amount

Customer Email: john@example.com

We hit a snag. Review the following fields: Total Amount

Cancel Save & New Save

Validation rules ensure Total Amount is positive and Customer Email follows correct format

Scheduled Flows / Scheduled Apex

These components were used to handle large-scale automated processes that need to run outside normal working hours. One key example is the automated nightly bulk order update, which processes multiple records in batches to maintain accurate and up-to-date system data.

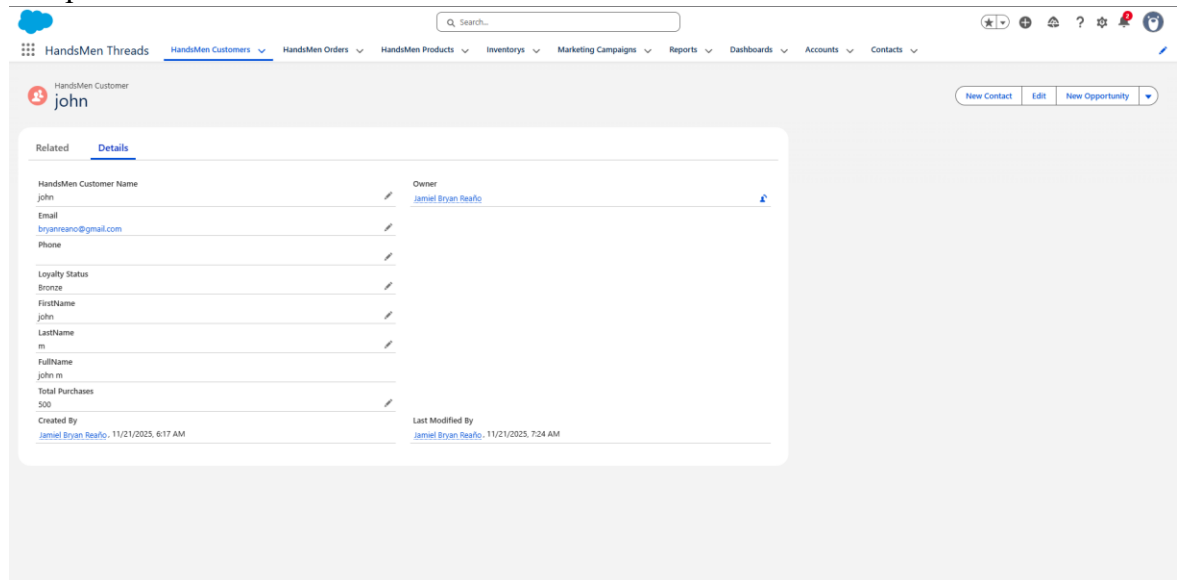
Detailed Execution of Project Phases

The implementation of this project centered on delivering four essential business automations, all of which play an important role in the company's daily operations.

Phase 1: Establishing the Data Model

The first phase involved building the custom object structure required to model customer information, order details, and product records. Proper object relationships were configured — for example, a **Master-Detail relationship** between Order and Order Line Item, and a **Lookup relationship** between Customer and Loyalty Status. Data accuracy was enforced from the beginning through required fields and well-defined data types to maintain consistency across the system.


Sample Data Records:



The screenshot displays a CRM interface for a customer named John. The top navigation bar includes a search bar and various menu items like 'HandsMen Threads', 'HandsMen Customers', 'HandsMen Orders', 'HandsMen Products', 'Inventories', 'Marketing Campaigns', 'Reports', 'Dashboards', 'Accounts', and 'Contacts'. The main content area shows the 'Details' tab for the customer 'John'. The record includes fields for 'HandsMen Customer Name' (John), 'Email' (bryanano@gmail.com), 'Phone', 'Loyalty Status' (Bronze), 'FirstName' (John), 'LastName' (m), 'FullName' (John m), 'Total Purchases' (500), 'Created By' (Jamel Bryan Reafo), and 'Last Modified By' (Jamel Bryan Reafo). The 'Created By' and 'Last Modified By' fields show the user's name and the timestamp of the last update.

Field	Value
HandsMen Customer Name	John
Email	bryanano@gmail.com
Phone	
Loyalty Status	Bronze
FirstName	John
LastName	m
FullName	John m
Total Purchases	500
Created By	Jamel Bryan Reafo
Last Modified By	Jamel Bryan Reafo

Customer record showing loyalty status and total purchases



[HandsMen Threads](#)
[HandsMen Customers](#)
[HandsMen Orders](#)
[HandsMen Products](#)
[Inventories](#)
[Marketing Campaigns](#)
[Reports](#)
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[Accounts](#)
[Contacts](#)


HandsMen Order
O-0005

[New Contact](#)
[Edit](#)
[New Opportunity](#)

[Related](#)
[Details](#)

HandsMen OrderNumber	O-0005	Owner	Jamiel Bryan Reafo
HandsMen Product	T-shirt cloth		
HandsMen Customer	john		
Status	Confirmed		
Quantity	400		
Total Amount	1,200		
Customer Email	john@example.com		
Created By	Jamiel Bryan Reafo · 11/21/2025, 7:40 AM	Last Modified By	Jamiel Bryan Reafo · 11/21/2025, 7:41 AM

Order record with confirmation status, quantity, and total amount



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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	Jamiel Bryan Reafo · 11/21/2025, 6:18 AM	Last Modified By	Jamiel Bryan Reafo · 11/21/2025, 7:41 AM

Inventory record showing stock quantity and availability status