

## **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**

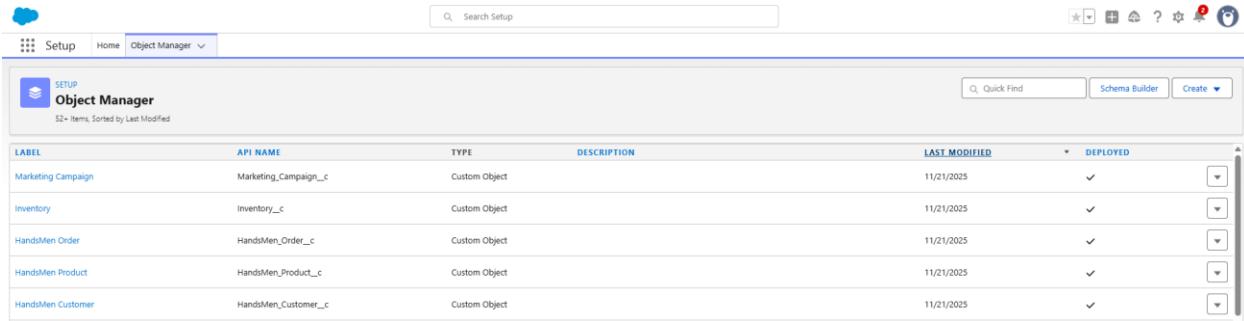
The central objective of the HandsMen Threads capstone initiative was to deploy a Salesforce-based system that automates four major business processes to significantly enhance customer experience and operational efficiency.

### **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:



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	✓

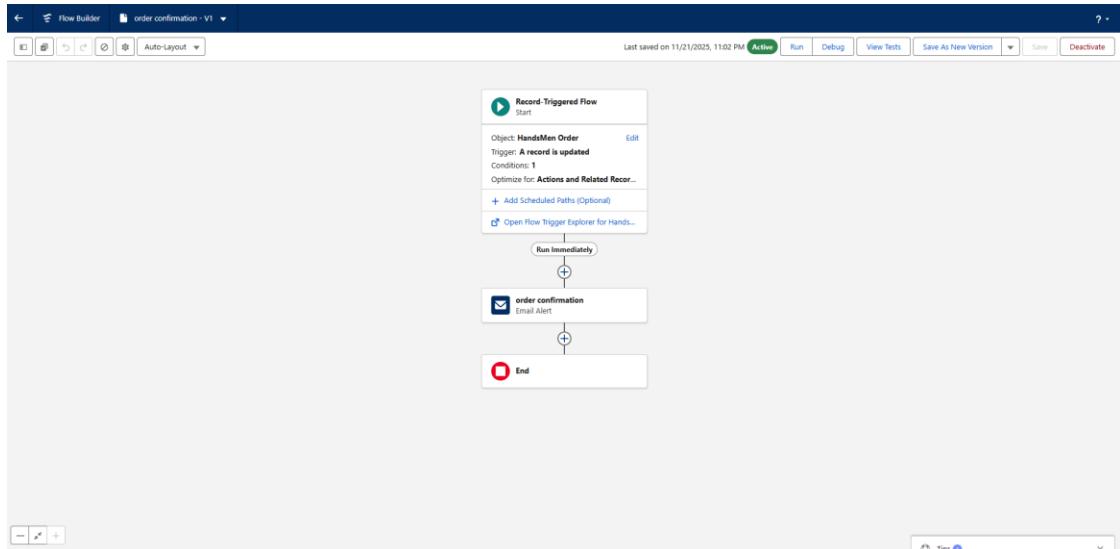
- HandsMen Customer – stores customer profiles and loyalty status information
- HandsMen Order – records customer orders and relevant transaction details
- HandsMen Product – manages product inventory, pricing, and availability
- Inventory Object – Manages stock levels and product availability
- Marketing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

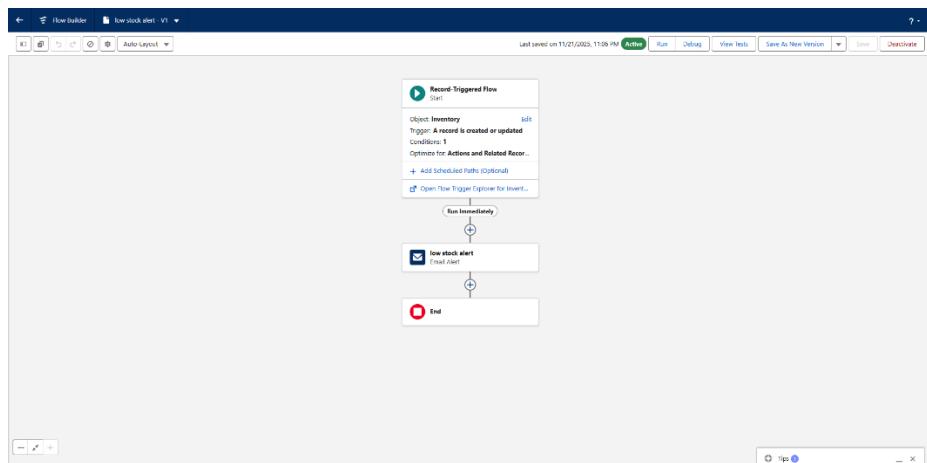
This is the primary automation tool used for handling all critical, real-time business processes

### 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.

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.

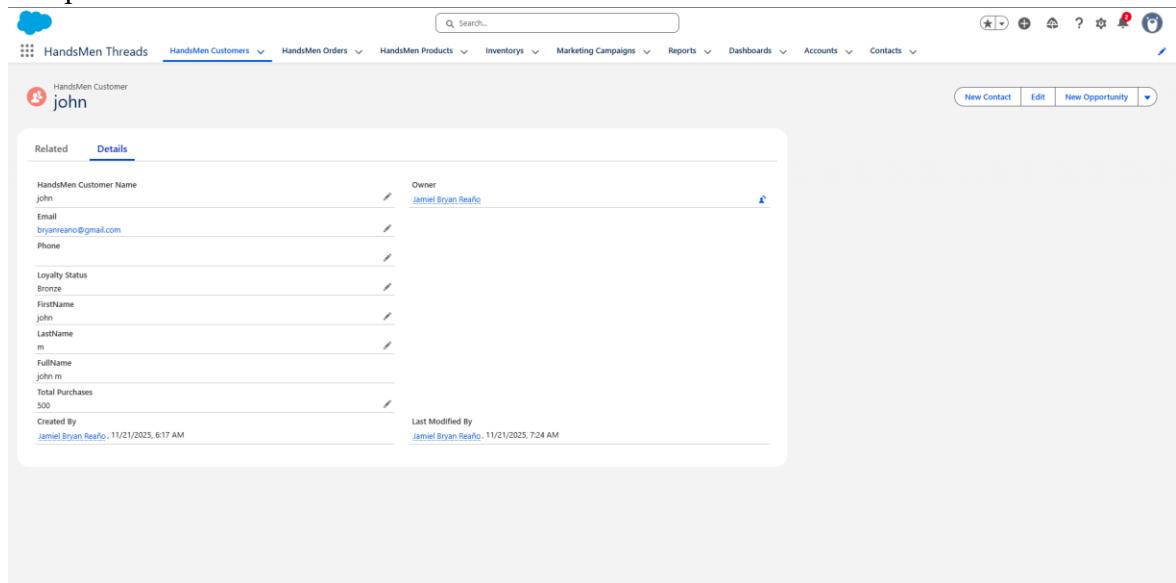
## Detailed Execution of Project Phases

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 shows a CRM application interface for 'HandsMen Threads'. The top navigation bar includes links for 'HandsMen Threads', 'HandsMen Customers', 'HandsMen Orders', 'HandsMen Products', 'Inventory', 'Marketing Campaigns', 'Reports', 'Dashboards', 'Accounts', and 'Contacts'. A search bar and various tool icons are also present. The main content area displays a customer record for 'john'. The record is divided into two tabs: 'Related' and 'Details'. The 'Details' tab is active, showing the following fields and their values:

Field	Value
HandsMen Customer Name	john
Email	bryanezano@gmail.com
Phone	
Loyalty Status	Bronze
FirstName	john
LastName	m
FullName	john m
Total Purchases	500
Created By	Jamel Bryan Reaflo - 11/21/2025, 6:17 AM
Owner	Jamel Bryan Reaflo
Last Modified By	Jamel Bryan Reaflo - 11/21/2025, 7:24 AM

Customer record showing loyalty status and total purchases

The screenshot shows a CRM application interface for 'HandsMen Threads'. The top navigation bar includes links for 'HandsMen Customers', 'HandsMen Orders' (selected), 'HandsMen Products', 'Inventory', 'Marketing Campaigns', 'Reports', 'Dashboards', 'Accounts', and 'Contacts'. A search bar and various tool icons are also present.

The main content area displays a 'HandsMen Order' record for 'O-0005'. The record details are as follows:

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

Below the record, a message states: 'Last Modified By Jamel Bryan Reafo, 11/21/2025, 7:41 AM'.

Order record with confirmation status, quantity, and total amount

The screenshot shows a CRM application interface for 'HandsMen Threads'. The top navigation bar includes links for 'HandsMen Customers', 'HandsMen Orders', 'HandsMen Products' (selected), 'Inventory', 'Marketing Campaigns', 'Reports', 'Dashboards', 'Accounts', and 'Contacts'. A search bar and various tool icons are also present.

The main content area displays an 'Inventory' record for 'I-0001'. The record details are as follows:

Field	Value
Inventory Number	I-0001
Product	T-shirt cloth
Stock Quantity	600
Stock Status	Available
Warehouse	

Below the record, a message states: 'Last Modified By Jamel Bryan Reafo, 11/21/2025, 7:41 AM'.

Inventory record showing stock quantity and availability status