

HandsMen Threads: Elevating the Art of Sophistication in Men's Fashion(salesforce project)

Introduction

The Salesforce-based project “**HandsMen Threads: Elevating the Art of Sophistication in Men’s Fashion**” aims to modernize and streamline business operations for a premium men’s fashion brand. With increasing demand for personalized experiences and efficient order fulfillment, the project leverages the capabilities of Salesforce CRM to manage products, automate sales processes, and enhance customer engagement. By integrating key Salesforce tools such as custom objects, Flows, Apex Triggers, Reports, and Dashboards, the project creates a unified platform to handle inventory, orders, and customer data. This digital transformation not only improves operational efficiency but also supports strategic decision-making based on real-time insights and analytics. Through this implementation, HandsMen Threads positions itself as a forward-thinking fashion brand committed to quality, elegance, and technological excellence.

Objectives of the Project

- **Streamline Order and Inventory Management:**
Implement a Salesforce-based solution to efficiently manage product listings, stock levels, and order processing for men’s fashion items.
- **Enhance Customer Experience:**
Use automation tools (like Flows, Email Alerts, and AI agents) to ensure personalized communication, timely order updates, and post-sale engagement.
- **Enable Data-Driven Decision Making:**
Leverage Salesforce Reports and Dashboards to monitor sales performance, customer trends, and product popularity for strategic planning.
- **Automate Routine Business Processes:**
Utilize Process Builder, Apex Triggers, and Batch Jobs to automate tasks such as

inventory restocking, order validation, and customer follow-ups.

- **Centralize Customer and Order Data:**

Build a unified CRM system that gives sales and support teams real-time visibility into customer interactions, preferences, and order history.

Tools and Technologies Used

1. **Salesforce CRM:**

The core platform for managing customer relationships, tracking orders, and organizing business processes.

2. **Salesforce Flow:**

Used to automate key workflows such as order status updates, inventory checks, and approvals.

3. **Apex Programming Language:**

Enables the creation of custom triggers, batch classes, and validation logic for business rules.

4. **Lightning App Builder:**

Used to build intuitive and responsive user interfaces for managing products and orders.

5. **Reports and Dashboards:**

Provides visual analytics for monitoring sales performance, inventory levels, and customer trends.

6. **Object Manager:**

Used to create and manage custom objects, fields, relationships, and page layouts within Salesforce.

7. **Email Templates:**

Designed for sending personalized and automated emails for order confirmations, status updates, and promotional messages.

✨ Key Features

- **Automated Order Processing**
Orders are automatically validated and processed using Apex triggers and Flows, ensuring accuracy and reducing manual effort.
- **Dynamic Inventory Management**
Real-time tracking and auto-restocking of low-stock products using batch jobs and custom logic.
- **Custom Objects for Fashion Products**
Use of custom objects like HandsMen_Product__c and HandsMen_Order__c to represent tailored fashion inventory and orders.
- **Email Notifications**
Automated email alerts sent to customers for order confirmations, shipping updates, and special promotions using Email Templates and Process Builder.
- **Interactive Dashboards & Reports**
Visual insights into sales trends, top-selling products, inventory status, and customer behavior.
- **Role-Based Access Control**
Data visibility and operations are managed securely using Salesforce roles and profiles.
- **Status-Based Order Validation**
Business logic ensures that each order meets specific quantity requirements based on its status (e.g., Confirmed, Pending, Rejection).
- **Scheduled Inventory Batch Job**
Periodic batch job to increase stock for items below the threshold, ensuring availability of popular products.

Activities Performed

- Custom objects created

HandsMen Customer

HandsMen Order

HandsMen Product

Inventory

Marketing Campaign

Setup

Home

Object Manager

SETUP

Object Manager

52+ Items, Sorted by Last Modified

Quick Find

Schema Builder

Create

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
HandsMen Product	HandsMen_Product__c	Custom Object		7/27/2025	<div>✓</div>
Marketing Campaign	Marketing_Campaign__c	Custom Object		7/26/2025	<div>✓</div>
Inventory	Inventory__c	Custom Object		7/26/2025	<div>✓</div>
HandsMen Order	HandsMen_Order__c	Custom Object		7/26/2025	<div>✓</div>
HandsMen Customer	HandsMen_Customer__c	Custom Object		7/26/2025	<div>✓</div>

- Custom tabs created

For all the custom objects created

SetupHomeObject Manager

tabs

User Interface

Rename Tabs and Labels

Tabs

Didn't find what you're looking for?
Try using Global Search.

SETUP

Tabs

Custom Tabs

Help for this Page

You can create new custom tabs to extend Salesforce functionality or to build new application functionality.

Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.

Custom Object Tabs

NewWhat Is This?

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

- Roles

Created roles Inventory,Marketing and Sales under CEO and assigned users to them.

SetupHomeObject Manager

roles

Users

Roles

Feature Settings

Sales

Contact Roles on Contracts

Contact Roles on Opportunities

Service

Case Teams

Case Team Roles

Contact Roles on Cases

Didn't find what you're looking for?
Try using Global Search.

SETUP

Roles

You can build on the existing role hierarchy shown on this page. To insert a new role, click Add Role.

Your Organization's Role Hierarchy

Collapse AllExpand All

Show in tree view

SRM UNIVERSITY AP

Add Role

CEO Edit | Del | Assign

Add Role

CFO Edit | Del | Assign

Add Role

COO Edit | Del | Assign

Add Role

Inventory Edit | Del | Assign

Add Role

Marketing Edit | Del | Assign

Add Role

Sales Edit | Del | Assign

Add Role

SVP, Customer Service & Support Edit | Del | Assign

Add Role

Customer Support, International Edit | Del | Assign

Add Role

Customer Support, North America Edit | Del | Assign

Add Role

Installation & Repair Services Edit | Del | Assign

Add Role

SVP, Human Resources Edit | Del | Assign

Add Role

SVP, Sales & Marketing Edit | Del | Assign

Add Role

VP, International Sales Edit | Del | Assign

Add Role

- Email Templates and Alerts

Created for Order confirmation,Loyalty program and Low stock alert.

SetupHomeObject Manager

email alert

Process Automation

Workflow Actions

Email Alerts

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SETUP

Email Alerts

All Email Alerts

Help for this Page

Email alerts are used to send emails from a flow or other automation.

View: All Email Alerts Create New View

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Other All

New Email Alert

Action	Description +	Email Template Name	Object	Last Modified Date
Edit Del	Low Stock Alert	Low Stock Alert	Inventory	7/28/2025
Edit Del	Loyalty Program Email	Loyalty Program Email	HandsMen Customer	7/27/2025
Edit Del	Order Confirmation Email Alert	Order Confirmation Email	HandsMen Order	7/28/2025

SetupHomeObject Manager

email tem

Email

Classic Email Templates

Lightning Email Templates

Didn't find what you're looking for?
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SETUPClassic Email Templates

Unfiled Public Classic Email Templates

Help for this Page

Classic Email Template Availability

[Expand]

Folder

Unfiled Public Classic Email Templates

Create New Folder

<Previous Page | Next Page>

New Template

Action	Email Template Name	Template Type	Available For Use	Description	Author	Last Modified Date
Edit Del	Low Stock Alert	Text	✓		esw	7/28/2025
Edit Del	Order Confirmation Email	HTML	✓		esw	7/28/2025
Edit Del	Loyalty Program Email	HTML	✓		esw	7/27/2025

● **Flows**

Created flows to send email for order confirmation, loyalty program and low stock alert.

SetupHomeObject Manager

flows

Process Automation

Flows

Identity

Login Flows

Didn't find what you're looking for?
Try using Global Search.

Sort your list views with more options
Organize your automations with categories and subcategories
If you don't see the app in the App Launcher, check that Enable the Automation Lightning App is selected in [Process Automation Settings](#).

Flow Definitions

All Flows

50+ items • Sorted by Last Modified Date • Filtered by All flow definitions • Updated a few seconds ago

Flow Label

Process Type

A...

Temp...

Package State

P...

Last M...

Last Modifi...

low stock alert	Autolaunched Flow	✓	<input type="checkbox"/>	Unmanaged	Eswar red...	7/28/2025, 9:26 ...
order confirmation	Autolaunched Flow	✓	<input type="checkbox"/>	Unmanaged	Eswar red...	7/28/2025, 8:08 ...
Loyalty Program	Autolaunched Flow	✓	<input type="checkbox"/>	Unmanaged	Eswar red...	7/27/2025, 1:53 AM

- **Apex Triggers**

Created Order Total to calculate total amount for the order and Stock Deduction to update the stock quantity.

```
File Edit Debug Test Workspace Help < >
StockDeductionTrigger.apxt OrderTotalTrigger.apxt
Code Coverage: None API Version: 64 Go To

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    };
18
19    List<Inventory__c> inventoriesToUpdate = new List<Inventory__c>();
20
21    for (HandsMen_Order__c order : Trigger.new) {
22        if (order.Status__c == 'Confirmed' && order.HandsMen_Product__c != null) {
23            for (Inventory__c inv : inventoryMap.values()) {
24                if (inv.HandsMen_Product__c == order.HandsMen_Product__c) {
25                    inv.Stock_Quantity__c -= order.Quantity__c;
26                    inventoriesToUpdate.add(inv);
27                    break;
28                }
29            }
30        }
31    }
32
33    if (!inventoriesToUpdate.isEmpty()) {
```

```
File Edit Debug Test Workspace Help < >
StockDeductionTrigger.apxt OrderTotalTrigger.apxt
Code Coverage: None API Version: 64

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) {
18                order.Total_Amount__c = order.Quantity__c * product.Price__c;
19            }
20        }
21    }
22 }
```

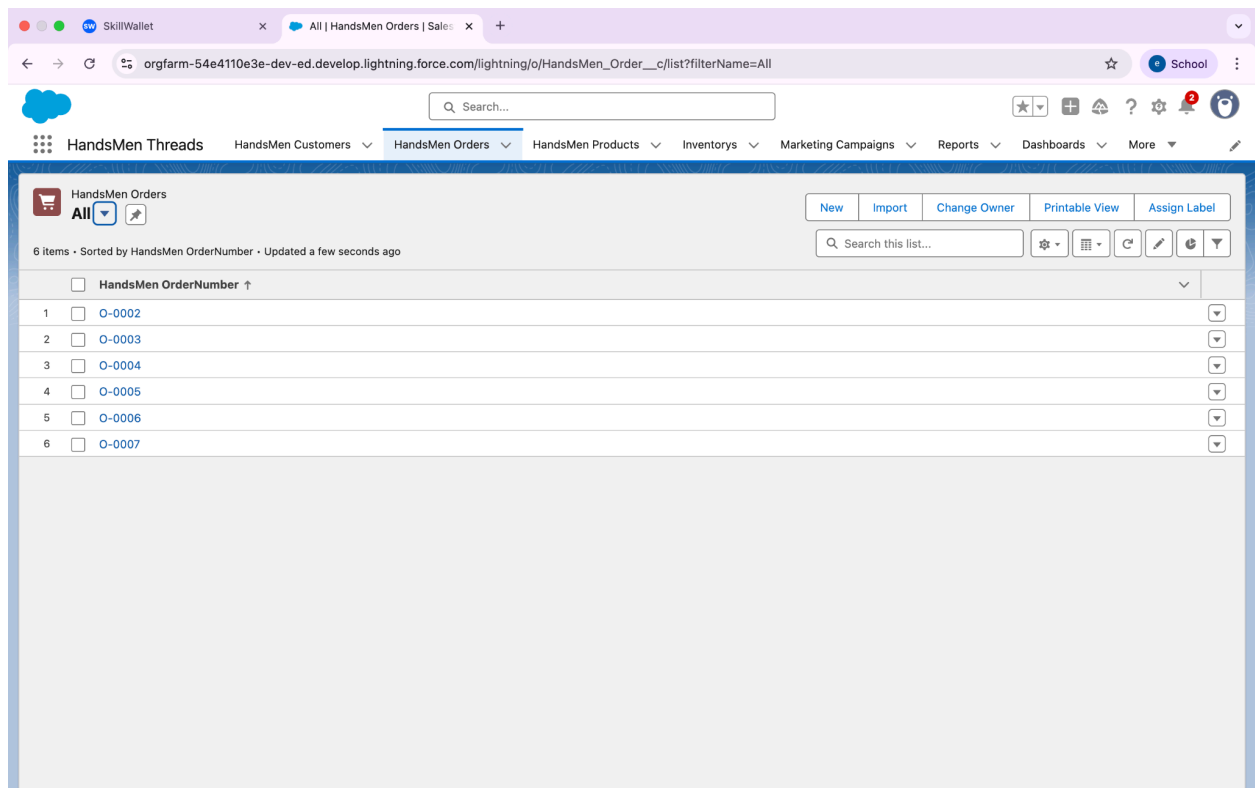
Skills Gained

- Data Modelling
- Data Quality
- Lightning App Builder
- Record Triggered Flows
- Apex and Apex Triggers
- Asynchronous Apex

Outcomes of My Work

- Successfully implemented a Salesforce-based system for managing orders and inventory.
- Automated order validation using Apex Triggers based on order status and quantity.
- Developed a batch job for scheduled inventory restocking when stock levels dropped below a threshold.
- Configured email templates and automation for sending order confirmation and status update notifications.
- Designed interactive dashboards and reports to visualize sales performance and stock status.
- Reduced manual processing and improved operational efficiency through automation.
- Delivered a scalable and maintainable CRM solution tailored to a men's fashion business.
- Strengthened practical skills in Apex, Flow, Process Builder, and Salesforce administration.

App Interface



✓ Conclusion

The Salesforce-based project successfully enhanced the operational capabilities of the HandsMen Threads fashion business by automating order processing, managing inventory efficiently, and improving customer engagement. Through the use of Apex, Flows, Dashboards, and other Salesforce tools, the project demonstrated how technology can streamline business workflows and support data-driven decision-making. This internship provided valuable hands-on experience, bridging the gap between academic knowledge and practical implementation. Overall, the project laid a strong foundation for scalable CRM solutions and positioned the brand for continued digital growth.

