

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

PROJECT OVERVIEW

HandsMen Threads, a dynamic organization in the fashion industry, is embarking on a Salesforce project designed to revolutionize their data management and elevate customer engagement. This initiative focuses on building a robust and scalable CRM data model tailored to store all pertinent business information—ranging from customer profiles and order histories to loyalty status and product catalogs. The system is strategically designed to support streamlined workflows, enable real-time data visibility, and ensure a seamless flow of information across departments such as sales, marketing, and customer service. Key features of the CRM include automated order processing, integrated loyalty management, personalized customer communication, and comprehensive analytics for sales forecasting and performance tracking. With these capabilities, HandsMen Threads aims to optimize operational efficiency, strengthen customer relationships, and support its continued growth in an increasingly competitive market.

OBJECTIVES

A key aspect of this project is the maintenance of data integrity directly from the user interface (UI). This feature will safeguard the accuracy and consistency of the data, which is crucial for informed decision-making and reliable business operations. The project will integrate several new processes into the business workflow to improve customer service and operational efficiency:

1. Enhance operational efficiency through automated record handling and streamlined workflows.
2. Improve customer engagement with dynamic, personalized email notifications.
3. Showcase Salesforce capabilities such as Lightning App Builder, Flows, Process Automation, and Custom Objects.
4. Implement a loyalty system that rewards returning customers and encourages repeat purchases.
5. Deliver a scalable and well-structured solution applicable to real-world retail and e-commerce industries.

SYSTEM REQUIREMENTS

1. Supported Browsers

- **Google Chrome** (Latest stable version, recommended)
- **Mozilla Firefox** (Latest stable version)
- **Microsoft Edge** (Latest stable version)

- **Safari** (Latest stable version, Mac only)
- **Internet Explorer 11** (Limited support, not recommended)

Note: At least 2 browsers installed in system.

2. Operating System Compatibility

- **Windows 8/9/10/11**
- **macOS (Latest versions)**
- **Linux (Limited support, browser-dependent)**
- **ChromeOS (Browser-based usage)**

3. Hardware Requirements

- **Processor:** Intel Core i3 or higher (or equivalent)
- **RAM:** Minimum **4GB RAM** (8GB or more recommended for better performance)
- **Storage:** At least **10GB free disk space**
- **Display Resolution:** Minimum **1366 x 768** (1920 x 1080 recommended)

4. Network Requirements

- **Stable internet connection** (Broadband, minimum 30 Mbps recommended)
- **No VPN restrictions** that block Salesforce access
- **Allow Salesforce domains in firewall settings** (e.g., [.salesforce.com](https://salesforce.com), [.force.com](https://force.com))

PROJECT PHASES

Phase 1: Architecture & Planning

- Define objects, fields, relationships, formula fields.
- Establish validation rules, flows, Apex triggers, batch jobs.
- Design email templates for notifications and customer communication.

Phase 2: Development

- Object and field creation.
- Implement automation (flows, process builders, Apex triggers).
- Set up data security and sharing rules.
- Develop batch jobs for scheduled processing.
- Configure email templates and notifications.

Phase 3: Testing & QA

- Unit testing of objects and automation.
- End-to-end testing with sample data.
- Performance testing and security checks.

Phase 4: Deployment & Training

- Deploy to production.
- Train users on new functionality.
- Post-go-live support and monitoring

PROJECT PHASE DEVELOPMENT

1. Salesforce Developer Org Setup

The development process began with the creation of a Salesforce Developer Org through <https://developer.salesforce.com/signup>, which served as the primary environment for building and testing the system. A new developer account was registered through the Salesforce Developer signup portal. Fill out the form to sign in to create the Developer Org Setup to start the capstone project. Once completed, verify the Salesforce Account through the email that you have typed in for confirmation.

The screenshot shows the "Sign up for your Developer Edition" page. The header features the Salesforce logo and the text "Build enterprise-quality apps fast and get hands-on with Agentforce and Data Cloud." Below this, there's a section titled "Sign up for your Developer Edition" with a list of benefits:

- ✓ 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

The main form fields include "First name" and "Last name" (both empty), "Job title" (empty) and "Work email" (empty), "Company" (empty) and "Country/Region" (set to "Philippines"). There's a note below stating "Your org may be provisioned or migrated to Hyperforce, Salesforce's public cloud infrastructure." A checkbox for agreeing to the "Main Services Agreement – Developer Services and Salesforce Program Agreement" is present, along with a link to the "Developer Documentation". At the bottom, there's a "Sign Me Up" button, a reCAPTCHA field ("I'm not a robot"), and links for "Privacy Statement" and "Terms".

2. Creating Custom Objects

After setting up the org, the core data model for HandsMen Threads was established. Five key custom objects were created to represent essential business entities:

- A. **HandsMen Customer** – Stores customer profiles such as contact information, email, and loyalty status.

SETUP > OBJECT MANAGER HandsMen Customer		
Details	Fields & Relationships	
Fields & Relationships	FIELDS & RELATIONSHIPS	
Page Layouts	FIELD LABEL	FIELD NAME
	Created By	CreatedById
	Email	Email_c
	FirstName	FirstName_c
	Full Name	Full_Name_c
	HandsMen Customer Name	Name
	Last Modified By	LastModifiedById
	LastName	LastName_c
	Loyalty Status	Loyalty_Status_c
	Owner	OwnerId
	Phone	Phone_c
	Total Purchases	Total_Purchases_c
Buttons, Links, and Actions		
Compact Layouts		
Field Sets		
Object Limits		
Record Types		
Related Lookup Filters		
Search Layouts		
List View Button Layout		
Restriction Rules		
Scoping Rules		
Object Access		
Triggers		

- B. **HandsMen Product** – Contains product details such as stock availability, quantity, and pricing.

SETUP > OBJECT MANAGER HandsMen Product		
Details	Fields & Relationships	
Fields & Relationships	FIELDS & RELATIONSHIPS	
Page Layouts	FIELD LABEL	FIELD NAME
	Created By	CreatedById
	HandsMen Product Name	Name
	Last Modified By	LastModifiedById
	Order	Order_c
	Owner	OwnerId
	Price	Price_c
	SKU	SKU_c
	Stock Quantity	Stock_Quantity_c
Buttons, Links, and Actions		
Compact Layouts		
Field Sets		
Object Limits		
Record Types		
Related Lookup Filters		
Search Layouts		
List View Button Layout		

C. HandsMen Order – Captures transaction information, including product orders, progress tracking, and order total.

SETUP > OBJECT MANAGER
HandsMen Order

Fields & Relationships
10 Items, Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE
Created By	CreatedById	Lookup(User)
Customer	Customer_c	Lookup(HandsMen Customer)
Customer Email	Customer_Email__c	Email
HandsMen OrderNumber	Name	Auto Number
HandsMen Product	HandsMen_Product__c	Lookup(HandsMen Product)
Last Modified By	LastModifiedById	Lookup(User)
Owner	OwnerId	Lookup(User,Group)
Quantity	Quantity__c	Number(18, 0)
Status	Status__c	Picklist
Total Amount	Total_Amount__c	Number(18, 0)

D. Inventory – Tracks stock levels and supports inventory monitoring and warehouse operations.

SETUP > OBJECT MANAGER
Inventory

Fields & Relationships
7 Items, Sorted by Field Label

FIELD LABEL	FIELD NAME	DATA TYPE
Created By	CreatedById	Lookup(User)
Inventory Number	Name	Auto Number
Last Modified By	LastModifiedById	Lookup(User)
Product	Product__c	Master-Detail(HandsMen Product)
Stock Quantity	Stock_Quantity__c	Number(18, 0)
Stock Status	Stock_Status__c	Formula (Text)
Warehouse	Warehouse__c	Text(50)

E. Marketing Campaign – Manages promotional activities and customer engagement initiatives.

The screenshot shows the Salesforce Setup interface under the 'Object Manager' section. The main title is 'Marketing Campaign'. On the left, there's a sidebar with various navigation options like 'Page Layouts', 'Lightning Record Pages', etc. The main content area is titled 'Fields & Relationships' and shows a table of fields:

FIELD LABEL	FIELD NAME	DATA TYPE
Created By	CreatedById	Lookup(User)
End Date	End_Date__c	Date
HandsMen Customer	HandsMen_Customer__c	Lookup(HandsMen Customer)
Last Modified By	LastModifiedById	Lookup(User)
Marketing Campaign Number	Name	Auto Number
Owner	OwnerId	Lookup(User,Group)
Start Date	Start_Date__c	Date

3. Creating the Lightning App

A specialized HandsMen Threads Lightning App was created to bring all essential objects, tabs, and tools together in one centralized workspace. It became the main interface for staff, allowing them to handle customers, products, orders, inventory, and campaigns with ease. The app's layout was intentionally structured to reduce unnecessary navigation and support smoother day-to-day operations.

The screenshot shows the HandsMen Threads Lightning App interface. The top navigation bar includes tabs for 'HandsMen Customers', 'HandsMen Orders', 'HandsMen Products', 'Inventory', 'Marketing Campaigns', 'Reports', 'Dashboards', 'Accounts', and 'Contacts'. The 'HandsMen Customers' tab is active. Below the navigation is a 'Recently Viewed' section showing 7 items updated a few seconds ago, with a list of customers: Justine Raymundo, John Doe, Stephen King, Daniel Leon, Test Three, Test One, and Test Two. To the right is a list view of customers with columns for 'Name' and 'Actions'. The bottom of the screen features a large, empty white area, likely a placeholder for a main content area or a modal.

4. Validation Rules

To uphold data accuracy within the Salesforce system, multiple validation rules were applied to the custom objects. These rules help block the entry of incomplete, inconsistent, or incorrect information before it can be saved. By enforcing these requirements at the user interface level, the platform ensures clean, dependable records that improve both reporting quality and the efficiency of automated processes.

4.1 Required Customer Information

A customer must input their email to be able to transact and order products in the store.

4.2 Valid Email Format

A customer must have a valid email that follows the proper email structure (e.g., name@example.com). This reduces risks associated with invalid contact information that may affect email notifications.

4.3 Number of Stock Quantity of Products

The number of stock quantity of product must not be less than or equal to zero.

4.4 Total Amount in Order

The total amount purchased by the customer must not be less than or equal to zero.

5. User Creation, Roles, and Profiles

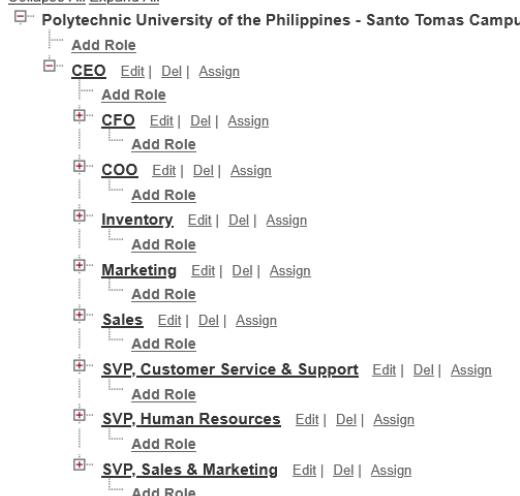
Roles were created under the CEO, namely the Sales, Inventory, and Marketing. Additionally, each role was assigned a user that act as managers. After that, they were granted specific permission sets based on their position.

Creating the Role Hierarchy

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 All](#) [Expand All](#)



After completing the roles, the users are then created to assign each of them to the newly created roles as mentioned above.

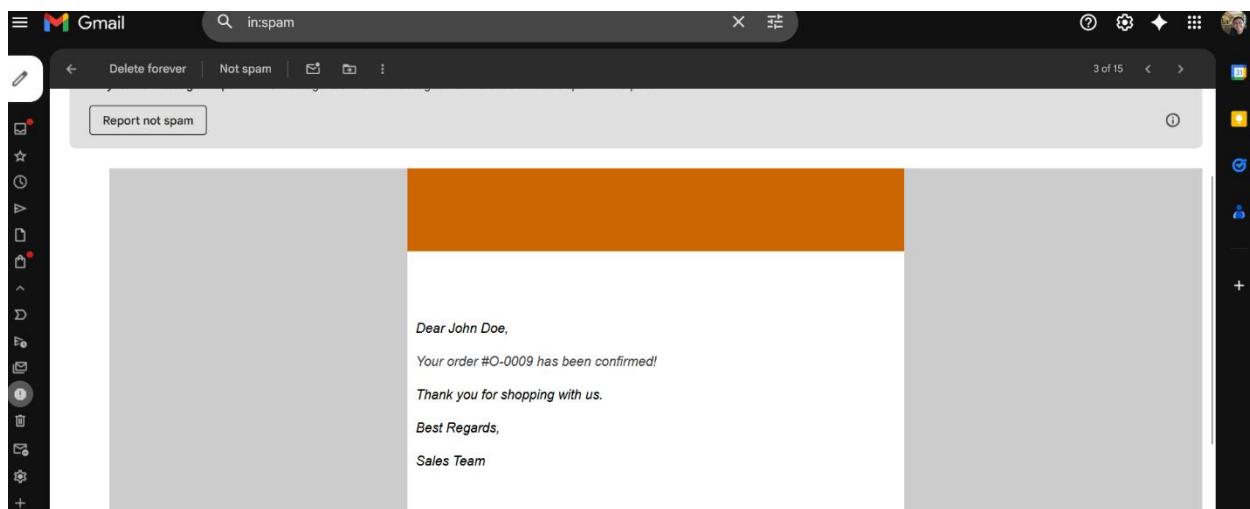
<input type="checkbox"/>	Edit	Mikaelson, Kol	kmika	kmikaredmonkey@gmail.com	Inventory	<input type="checkbox"/>	Platform 1
<input type="checkbox"/>	Edit	Mikaelson, Niklaus	nmika	nmikabluezoo@gmail.com	Sales	<input checked="" type="checkbox"/>	Platform 1
<input type="checkbox"/>	Edit	Mikaelson, Richard	rmika	justineraymundocatto23@gmail.com	Marketing	<input checked="" type="checkbox"/>	Platform 1
<input type="checkbox"/>	Edit	Raymundo, Justine	jus	justineraymundo18897@agentforce.com	System Administrator	<input checked="" type="checkbox"/>	System Administrator

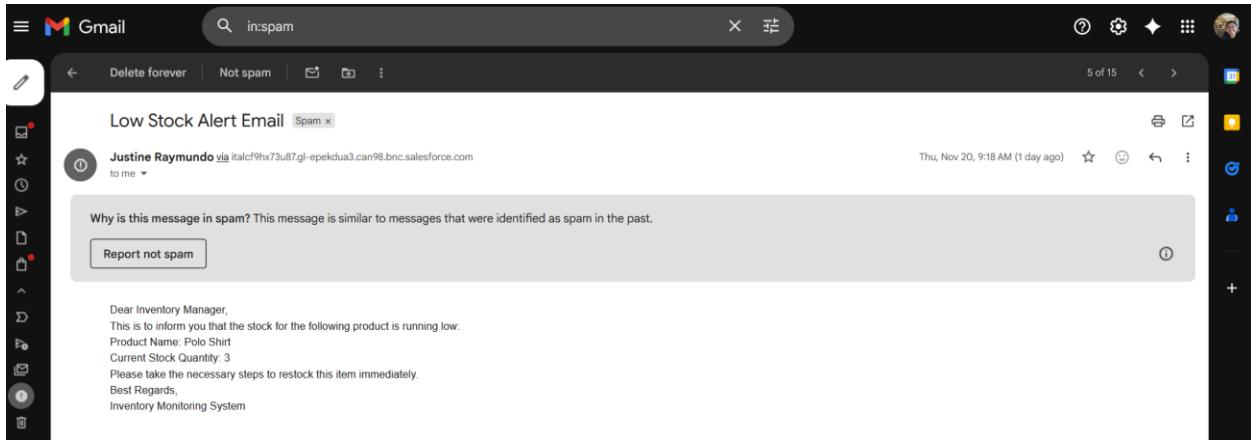
6. Email Templates and Email Alerts

To facilitate automated customer communication, a set of well-designed email templates was developed. These included:

- **Order Confirmation Template** – Automatically sent to customers once an order is submitted.
- **Low Stock Alert Template** – Triggered when inventory drops below a specified threshold.
- **Loyalty Program Templates** – Used to notify customers of changes in their loyalty status.

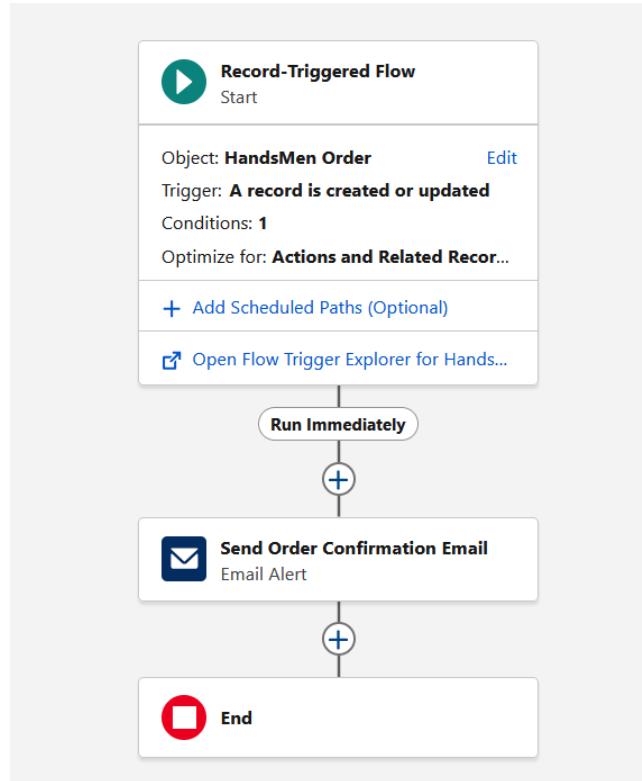
Email Alerts were then configured to leverage these templates within Flows and other automation processes, allowing the system to deliver seamless, automated messaging across various business situations.



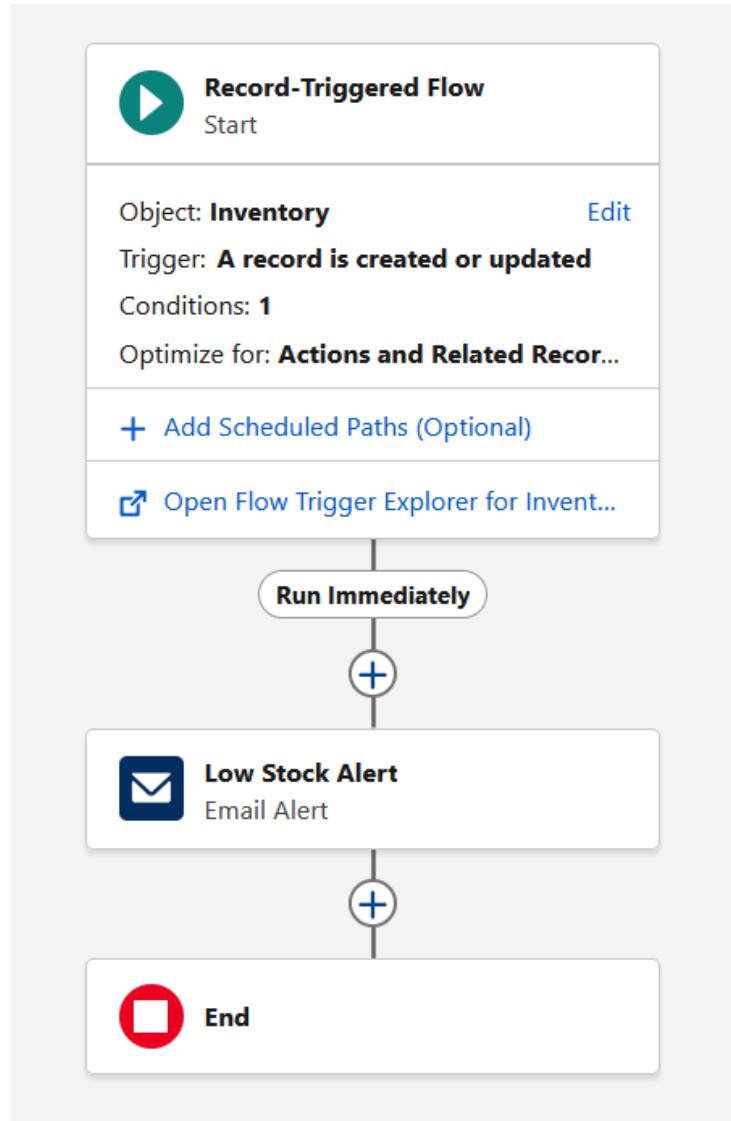


7. Flow Implementation

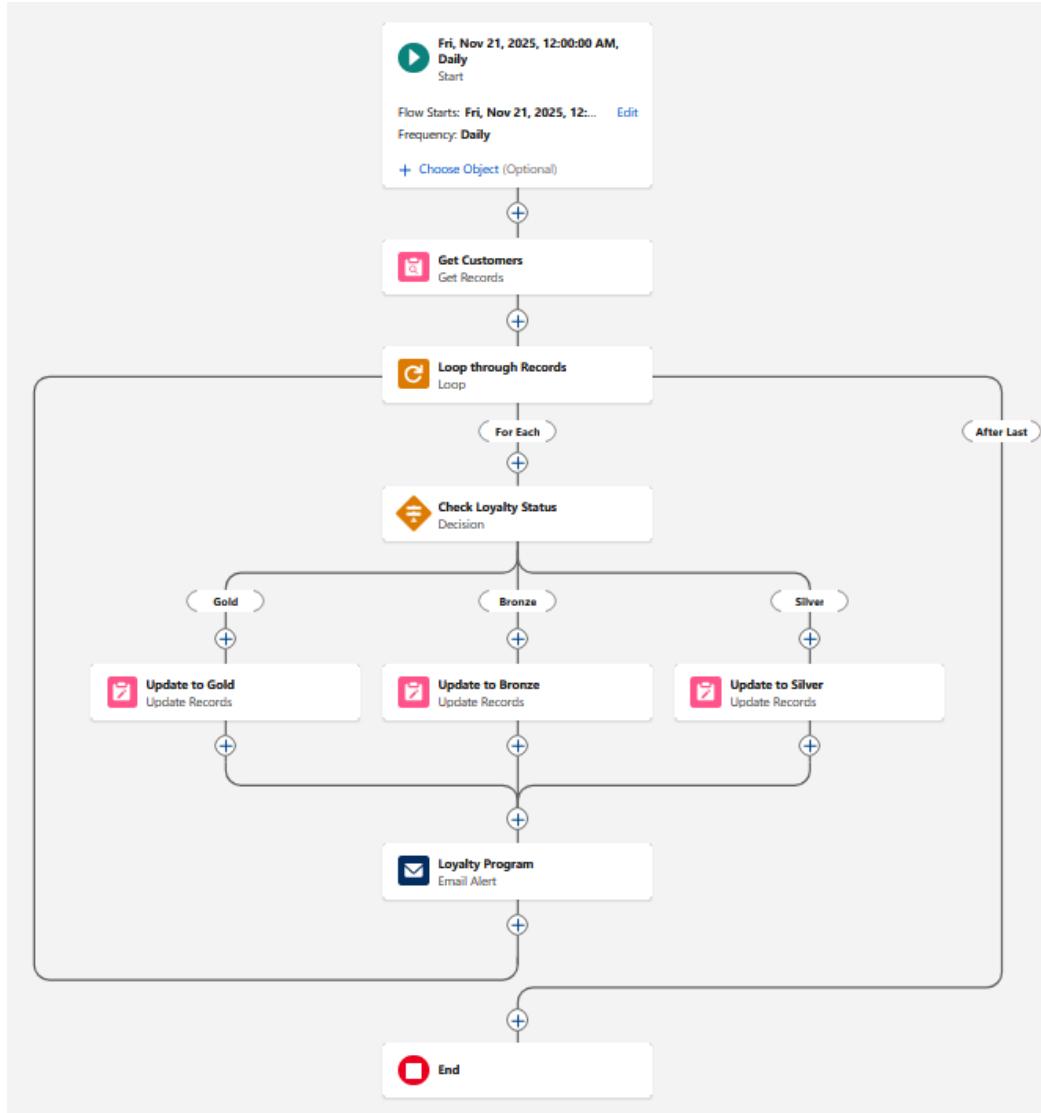
A. Order Confirmation Email (Record-Triggered) – A customer will receive an Order Confirmation Email whenever they have confirmed their order in HandsMen Threads.



B. Low Stock Alert (Record-Triggered Flow) – The inventory manager will receive a Low Stock Email whenever there are products that are less than five left in the warehouse.



C. Loyalty Status Update (Scheduled Flow) – A customer will receive a Loyalty Program Email when they reached a certain milestone of Total Purchases. It was scheduled to update daily at midnight.



8. Apex Triggers and Automation

To accommodate business processes that exceeded the capabilities of Salesforce's declarative tools, Apex was integrated into the solution. Apex offered the control, performance, and adaptability required for more intricate operations. As part of the automation framework, three Apex Triggers were created, each designed to manage a critical functional requirement within the HandsMen Threads system.

A. Order Confirmation Trigger

A trigger was developed for the HandsMen Order object to automatically handle back-end operations whenever a new order is created. This logic enabled the system to generate confirmation details and run required server-side processes before or after the record was saved. It served as the core mechanism supporting more advanced order workflows, including email notifications and inventory synchronization.

B. Inventory Update Trigger

An Apex trigger was deployed on the Inventory to update product stock levels when an order was confirmed. This automation deducted the purchased quantities from the inventory in real time, ensuring accurate stock tracking. With this process in place, the system avoided overselling and strengthened visibility between sales and warehouse operations.

C. Loyalty Status Update Trigger

A trigger was implemented on the HandsMen Customer object to adjust a customer's Loyalty Status according to their cumulative purchases. When a qualifying order was recorded, the trigger recalculated the customer's total spending and assigned the correct loyalty tier. This ensured that loyalty-based perks, such as discounts or rewards, were applied consistently and without manual intervention.

HANDSMEN THREADS APPLICATION SCREENSHOTS

The screenshot shows the HandsMen Threads application interface. At the top, there is a navigation bar with icons for cloud storage, search, and various application modules: HandsMen Customers, HandsMen Orders, HandsMen Products, Inventory, Marketing Campaigns, Reports, Dashboards, Accounts, Contacts, and a settings gear icon. Below the navigation bar is a secondary header with the title "HandsMen Customers" and a "Recently Viewed" dropdown menu. A search bar and several action buttons ("New", "Import", "Change Owner", "Assign Label") are also present. The main content area displays a list titled "HandsMen Customers" with 6 items, updated 40 minutes ago. The list includes columns for a checkbox, customer name, and a dropdown arrow. The items are: 1. Stephen King, 2. Daniel Leon, 3. Test Three, 4. Test One, 5. John Doe, and 6. Test Two. At the bottom right of the list area are several filter and search tools.

Image 1: HandsMen Threads Application

The screenshot shows a modal dialog titled "New HandsMen Customer". The form is divided into sections: "Information" and "Total Purchases". The "Information" section contains fields for "HandsMen Customer Name" (with a required indicator), "Email", "Phone", "Loyalty Status" (dropdown menu with option "--None--"), "FirstName", and "LastName". The "Owner" field is populated with "Justine Raymundo". A note at the bottom of the "Information" section says "Complete this field." The "Total Purchases" section is currently empty. At the bottom right of the modal are three buttons: "Cancel", "Save & New", and a larger blue "Save" button.

Image 2: HandsMen Customer Creation Form

HandsMen Customer
John Doe

Related	Details
HandsMen Customer Name John Doe	Owner  Justine Raymundo 
Email justineraymundo18@gmail.com	
Phone	
Loyalty Status Silver	
FirstName John	
LastName Doe	
Full Name John Doe	
Total Purchases 750	
Created By  Justine Raymundo , 11/19/2025, 1:07 AM	Last Modified By  OrgFarm EPIC , 11/21/2025, 12:00 AM

Image 3: Customer Detail Page

New HandsMen Product

* = Required Information

Information

* HandsMen Product Name <input type="text"/>	Owner  Justine Raymundo
Order <input type="text"/> Search HandsMen Orders... 	
SKU <input type="text"/>	
Price <input type="text"/>	
Stock Quantity <input type="text"/>	

Image 4: HandsMen Product Creation Form

HandsMen Product
Polo Shirt

Related	Details
<hr/>	
HandsMen Product Name	Owner
Polo Shirt	Justine Raymundo
<hr/>	
Order	
<hr/>	
SKU	
ZO123ABC	
Price	
\$25	
Stock Quantity	
1,000	
Created By	Last Modified By
Justine Raymundo , 11/19/2025, 12:43 AM	Justine Raymundo , 11/19/2025, 12:43 AM

Image 5: Product Detail Page

Customers ▾ HandsMen Orders ▾ HandsMen Products ▾ **Inventory** ▾ Marketing Campaigns ▾ Reports ▾ Dashboards X

New Inventory

* = Required Information

Information

Inventory Number

* Product

Search HandsMen Products...

Warehouse

Stock Quantity

Image 6: HandsMen Inventory Creation Form

Inventory
I -0001

Related Details

Inventory Number
I -0001

Product
[Dry Fit](#)

Warehouse

Stock Quantity
4

Stock Status
Low Stock

Created By
 [Justine Raymundo](#), 11/19/2025, 2:07 AM

Last Modified By
 [Justine Raymundo](#), 11/19/2025, 5:17 PM

Image 7: Inventory Detail Page

New HandsMen Order

* = Required Information

Information

HandsMen OrderNumber	Owner
	 Justine Raymundo
Customer	
<input type="text" value="Search HandsMen Customers..."/> 	
Status	<input type="text" value="--None--"/>
Quantity	<input type="text"/>
Total Amount	<input type="text"/>
*Customer Email	<input type="text"/>
HandsMen Product	<input type="text"/> 

Buttons: Cancel | Save & New | Save

Image 8: HandsMen Order Creation Form

 HandsMen Order	O-0012	
Related	Details	
HandsMen OrderNumber	O-0012	Owner
Customer	Stephen King	
Status	Confirmed	
Quantity	750	
Total Amount	44,250	
Customer Email	justineraymundo18@gmail.com	
HandsMen Product	Tuxedo	
Created By	 Justine Raymundo , 11/19/2025, 6:44 PM	Last Modified By
		 Justine Raymundo , 11/19/2025, 7:03 PM

Image 9: Order Detail Page

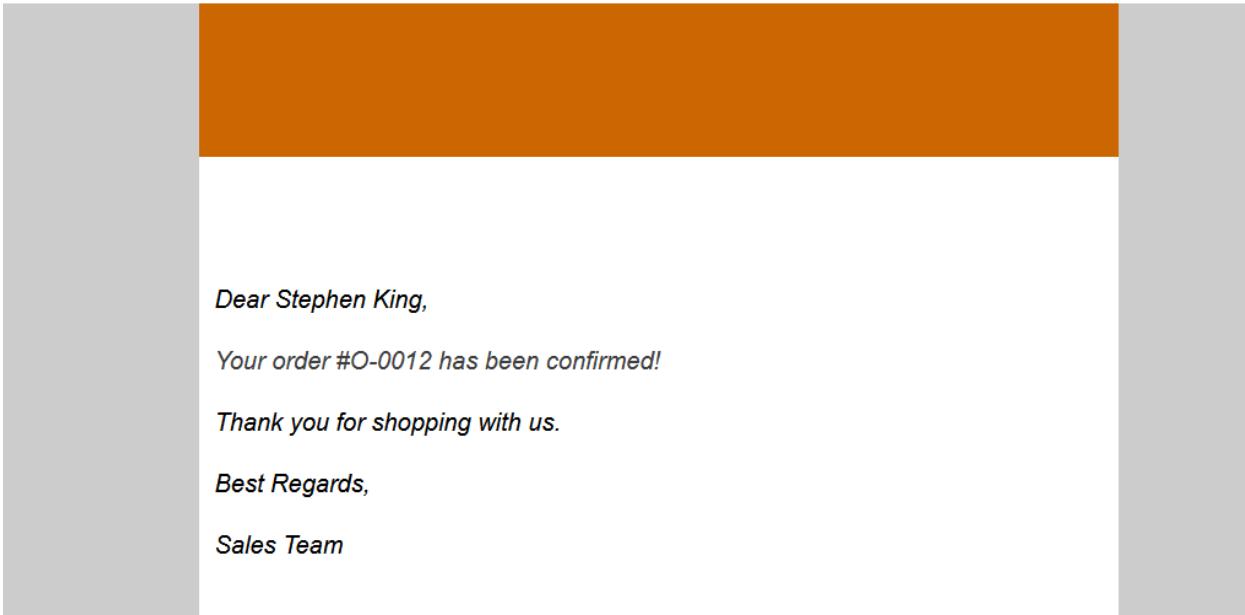


Image 10: Order Confirmation Email Received by the Customer

RECOMMENDATIONS

1. AI-Powered Product Recommendations (Einstein)

- Leverage Salesforce Einstein to analyze customer purchase patterns and recommend products tailored to individual preferences.
- Enhance upselling and cross-selling opportunities directly within the Order and Customer pages.

2. Enhanced Dashboards and Forecasting Tools

- Build dynamic dashboards that show sales performance, customer trends, top products, and loyalty engagement metrics.
- Integrate forecasting to help management predict demand and plan promotions.

3. End-to-End Loyalty Program Expansion

- Introduce tier-based rewards, expiration reminders, and automated loyalty upgrade notifications.
- Strengthens customer retention and encourages higher spending.

4. Automated Return and Exchange Management

- Add a workflow or dedicated object for handling product returns and exchanges.
- Provides traceability, improves customer satisfaction, and maintains inventory accuracy.

CONCLUSION

HandsMen Threads exemplifies a sophisticated and functional Salesforce-based retail management solution. It empowers users to efficiently manage orders, track customer loyalty, and maintain professional communication with minimal manual work. This project highlights the strengths of the Salesforce platform in meeting modern digital business needs while showcasing your team's mastery of low-code development, automation, and UI refinement.