

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

## **ABSTRACT:**

Handsmen Threads is a modern and fashion-focused salesforce application designed to assist organizations manage their business processes with high precision and efficiency. The application is built entirely on salesforce configuration, which includes custom objects, secure data settings, lightning apps, and automated workflows. This comprehensive approach provides a centralized system for managing the customers, products, orders, inventory and marketing activities.

By integrating and combining essential business functions, HandsMen Threads establishes a optimized data organization, precision, and enterprise-wide availability. This system enhances operational efficiency and supports superior strategic choices by automating key workflows such as including real time inventory management, proactive notification systems, and scheduled process execution, thereby minimizes manual intervention.

## **OBJECTIVES:**

The Handsmen Threads application is designed to modernize business operations in the fashion sector by delivering a high-precision, consolidated management platform. The objective is to focus on organizational efficiency and strategic data utilization.

- Establishing an enhanced operational efficiency by automating key business workflows and processes.
- Optimization of all core managements via dedicated lightning apps.
- Enhancing Data integrity by implementing a secure custom object to serve as the core of the source.
- Construct a robust and meticulously configured system tailored to be applicable with high-growth retail and e-commerce environments.
- Empowering data-driven decision-making across the organization through reliable and transparent access to highly precise data set.

## **TECHNOLOGY DESCRIPTION**

**Items below are salesforce components was used in building the HandsMen Threads system:**

## **1. Salesforce**

A leading cloud CRM platform utilized by professionals as the complete backend infrastructure for the development of custom business solutions, centrally managing customers, orders, inventory, and automation processing.

## **2. Customer Object**

A custom object are configured to digitally store and structure all customer profile information.

## **3. Tabs**

User Interface elements that provide direct navigation access to object records from the main salesforce toolbar.

## **4. Custom Apps**

A lightning app that groups all relevant system functionality and objects into a single, cohesive user experience.

## **5. Profiles**

A core security setting that defines baseline permissions, determining what standard operations that a user can perform on objects and fields.

## **6. Roles**

A hierarchical setting that manages data visibility, primarily dictating which records a user can access based on who owns the record

## **7. Permission Sets**

A flexible security tool used to grant incremental access or permissions to specific user, overriding standard profile limitations.

## **8. Validation Rules**

Configurable rules that enforce data quality and correctness by preventing users from saving records that fail to meet specified criteria.

## **9. Email Templates**

Preformatted, reusable designs utilized for standardized system communications.

## **10. Email Alerts**

Automation actions that automatically send outbound email messages when triggered by a process or flow.

## 11. Flows

Salesforce's declarative, visual tool for building powerful, automated business logic without writing code.

- A Record Triggered Flow to immediately update customer loyalty points after an order is completed.
- A Scheduled Flow designed to batch process a large volume of daily or bulk orders at midnight.

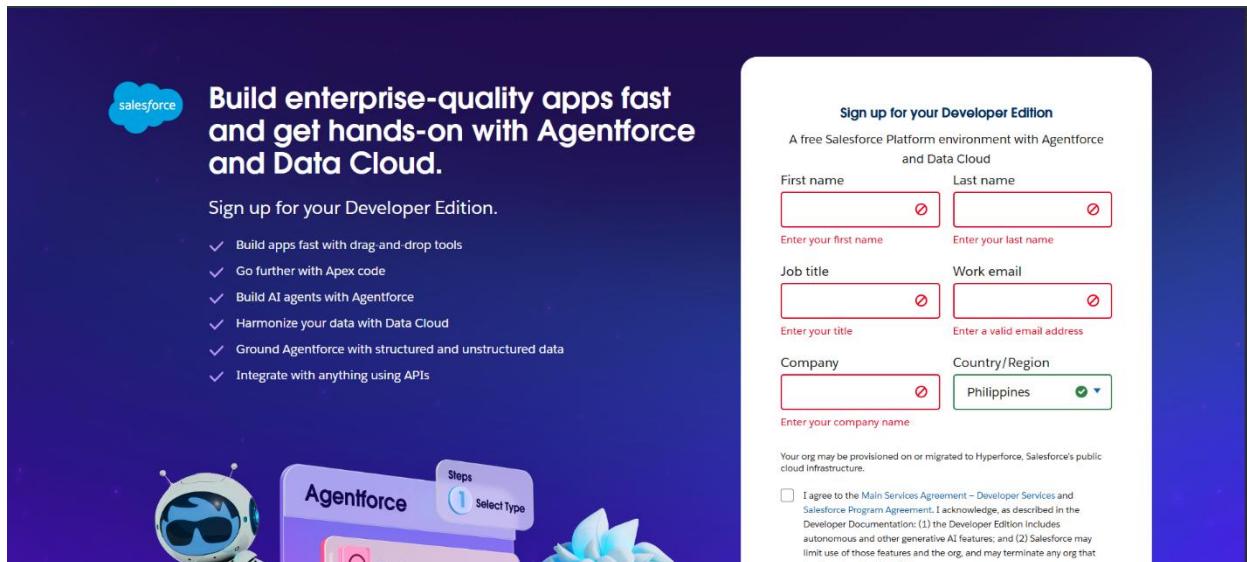
## 12. Apex

Salesforce's proprietary object-oriented programming language used for writing custom back-end logic to handle complexity that declarative tools cannot manage. *Examples:*

- An Apex Class for executing complex financial or commission calculations.
- Batch Apex for efficiently processing large scale data updates or calculations across thousands of records.

## PROJECT PHASE DEVELOPMENT

### 1. Salesforce Developer Org Setup



To begin development, a Salesforce Developer Org was created, serving as the core environment for building and testing the system. This involved registering a new developer

account via the Salesforce Developer signup page. Once the registration form was completed, the new Salesforce account was activated through email verification.

## 2. Creation of 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:

- **HandsMen Customer**

-Stores customer profiles, including contact information and loyalty status.

The screenshot shows the Salesforce Object Manager interface for the 'HandsMen Customer' object. The left sidebar contains navigation links for various object settings like Details, Fields & Relationships, Page Layouts, and Record Types. The main content area is titled 'Fields & Relationships' and lists 11 items. Each item has a 'FIELD LABEL' (e.g., Created By, Email, FirstName, FullName, HandsMen Customer Name, Last Modified By, LastName, Loyalty Status, Owner, Phone, Total Purchases), a 'FIELD NAME' (e.g., CreatedById, Email\_c, FirstName\_c, FullName\_c, Name, LastModifiedById, LastName\_c, Loyalty\_Status\_c, OwnerId, Phone\_c, Total\_Purchases\_c), a 'DATA TYPE' (e.g., Lookup(User), Email, Text(60), Formula (Text), Name, Text(80), Lookup(User), Text(60), Picklist, Lookup(User/Group), Phone, Number(18, 0)), and a 'CONTROLLING FIELD' column with some entries marked as 'INDEXED'. A toolbar at the top right includes 'Quick Find', 'New', 'Deleted Fields', 'Field Dependencies', and 'Set History Tracking'.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Email	Email_c	Email		
FirstName	FirstName_c	Text(60)		
FullName	FullName_c	Formula (Text)		
HandsMen Customer Name	Name	Name		
Last Modified By	LastModifiedById	Lookup(User)		
LastName	LastName_c	Text(60)		
Loyalty Status	Loyalty_Status_c	Picklist		
Owner	OwnerId	Lookup(User/Group)		
Phone	Phone_c	Phone		
Total Purchases	Total_Purchases_c	Number(18, 0)		

- **HandsMen Product**

-Contains product catalog details such as product type, stock availability, and pricing.

The screenshot shows the Salesforce Object Manager interface for the 'HandsMen Product' object. The left sidebar contains navigation links for various object settings like Details, Fields & Relationships, Page Layouts, and Record Types. The main content area is titled 'Fields & Relationships' and lists 7 items. Each item has a 'FIELD LABEL' (e.g., Created By, HandsMen Product Name, Last Modified By, Owner, Price, SKU, Stock Quantity), a 'FIELD NAME' (e.g., CreatedById, Name, LastModifiedById, OwnerId, Price\_c, SKU\_c, Stock\_Quantity\_c), a 'DATA TYPE' (e.g., Lookup(User), Name, Text(80), Lookup(User), Currency(18, 0), Text(60), Number(18, 0)), and a 'CONTROLLING FIELD' column with some entries marked as 'INDEXED'. A toolbar at the top right includes 'Quick Find', 'New', 'Deleted Fields', 'Field Dependencies', and 'Set History Tracking'.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
HandsMen Product Name	Name	Name		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User/Group)		
Price	Price_c	Currency(18, 0)		
SKU	SKU_c	Text(60)		
Stock Quantity	Stock_Quantity_c	Number(18, 0)		

## • HandsMen Order

-Captures transaction information, including product orders, customer reference, and order total.

SETUP > OBJECT MANAGER HandsMen Order					
Fields & Relationships		Fields & Relationships			
	FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Details	Created By	CreatedById	Lookup(User)		
Fields & Relationships	Customer Email	Customer_Email__c	Email		
Page Layouts	HandsMen Customer	HandsMen_Customer__c	Lookup(HandsMen Customer)	✓	
Lightning Record Pages	HandsMen OrderNumber	Name	Auto Number	✓	
Buttons, Links, and Actions	HandsMen Product	HandsMen_Product__c	Lookup(HandsMen Product)	✓	
Compact Layouts	Last Modified By	LastModifiedById	Lookup(User)		
Field Sets	Owner	OwnerId	Lookup(User,Group)	✓	
Object Limits	Quantity	Quantity__c	Number(18, 0)		
Record Types	Status	Status__c	Picklist		
Related Lookup Filters	Total Amount	Total_Amount__c	Number(18, 0)		
Search Layouts					
List View Button Layout					
Restriction Rules					
Scoping Rules					
Object Access					
Triggers					
Flow Triggers					
Validation Rules					

## • Inventory

-Tracks stock levels and supports inventory monitoring and warehouse operations.

SETUP > OBJECT MANAGER Inventory					
Fields & Relationships		Fields & Relationships			
	FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Details	Created By	CreatedById	Lookup(User)		
Fields & Relationships	HandsMen Product	HandsMen_Product__c	Master-Detail(HandsMen Product)	✓	
Page Layouts	Inventory Number	Name	Auto Number	✓	
Lightning Record Pages	Last Modified By	LastModifiedById	Lookup(User)		
Buttons, Links, and Actions	Stock Quantity	Stock_Quantity__c	Number(18, 0)		
Compact Layouts	Stock Status	Stock_Status__c	Formula (Text)		
Field Sets	Warehouse	Warehouse__c	Text(60)		
Object Limits					
Record Types					
Related Lookup Filters					
Search Layouts					
List View Button Layout					
Restriction Rules					
Scoping Rules					
Object Access					
Triggers					
Flow Triggers					
Validation Rules					

## • Marketing Campaign

- Manages promotional activities and customer engagement initiatives.

The screenshot shows the Salesforce Object Manager interface for the 'Marketing Campaign' object. The left sidebar lists various configuration options like Details, Fields & Relationships, Page Layouts, and Validation Rules. The main content area is titled 'Fields & Relationships' and displays a table with 7 items, sorted by Field Label. The columns include FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are Created By (CreatedBy), End Date (End\_Date\_\_c), HandsMen Customer (HandsMen\_Customer\_\_c), Last Modified By (LastModifiedBy), Marketing Campaign Number (Name), Owner (OwnerId), and Start Date (Start\_Date\_\_c). The 'Last Modified By' field is highlighted with a yellow background.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
End Date	End_Date__c	Date		
HandsMen Customer	HandsMen_Customer__c	Lookup(HandsMen Customer)		
Last Modified By	LastModifiedBy	Lookup(User)		
Marketing Campaign Number	Name	Auto Number		
Owner	OwnerId	Lookup(User/Group)		
Start Date	Start_Date__c	Date		

## 3. Creating the Lightning App

The HandsMen Threads Lightning App was custom configured to architect a singular, centralized workspace for end users. This strategic integration of all essential system components including objects, tabs, and tools established the application as the primary interface for personnel. The deliberate structuring of the app's layout was critical in supporting efficient, integrated management of customers, products, orders, inventory, and campaigns, thereby significantly enhancing operational throughput by eliminating unnecessary navigational barriers.

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, Contacts, and a New button. Below the navigation is a search bar and a toolbar with various icons. The main content area is titled 'Recently Viewed' and shows a list of 8 items updated 14 minutes ago. The list includes names: Dylan, finaltest, test02, test, chiko, john, joseph, and another john. Each item has a checkbox and a downward arrow icon. At the bottom of the list is a note: 'JavaScript runtime is required.'

## 4. Validation Rules

To uphold data accuracy within the Salesforce environment, several **validation rules** were applied directly to the custom objects. These mechanisms are crucial for blocking the entry of incomplete, inconsistent, or incorrect information **at the user interface level** before it can be saved. By strictly enforcing these requirements, the platform ensures the creation of clean, dependable records, which directly improves the quality of reporting and enhances the reliability of subsequent automated processes.

### Specific Validation Rules Implemented:

- **Mandatory Customer Contact (Email)**

Customers are required to input a valid email address before they are permitted to proceed with transactions or product ordering within the system.

- **Valid Email Format Enforcement**

To mitigate risks associated with invalid contact information that could disrupt automated email notifications, the system enforces a correct email structure (e.g., ensuring the address contains the @ symbol and a domain).

- **Inventory Stock Quantity Constraint**

The system mandates that the recorded stock quantity for any product must be a positive value, preventing the entry of a quantity less than or equal to zero.

- **Order Total Value Constraint**

The total calculated monetary amount for any customer purchase must be a positive value, ensuring that the final order total is not less than or equal to zero.

## 5. Roles, and Profile Set Up

The security model utilizes Salesforce's access tools to enforce strict control:

- **Roles:** The **Sales role** was created within the hierarchy to manage users responsible for customer and order activities. This tool primarily controlled **data visibility** based on the organizational structure.
- **Profiles:** The **Sales Profile** defined baseline permissions, governing **object and field level access**. This configuration ensured users performed only the tasks relevant to their job functions.

- Permission Sets:** Permission Sets offered a flexible way to grant supplementary access (e.g., inventory editing) outside the core Profile, maintaining the necessary security without altering standard user permissions.

## 6. User Creation

New users were integrated into the Salesforce environment and aligned with the organizational hierarchy and access controls. Niklaus Mikaelson was assigned to the Sales Role and Kol Mikaelson to the Inventory Role. Access privileges were further refined through the strategic application of specific permission sets.

User Edit  
Niklaus Mikaelson

User Edit

General Information

First Name	Niklaus
Last Name	Mikaelson
Alias	nik
Email	josephmaliza55@gmail.com
Username	josephmaliza5504@gmail.c
Nickname	User176400283538657416
Title	
Company	
Department	
Division	

Role: Sales  
User License: Salesforce  
Profile: Platform 1  
Active:

Marketing User:   
Offline User:   
Knowledge User:   
Flow User:   
Service Cloud User:   
Site.com Contributor User:   
Site.com Publisher User:   
WDC User:   
Data.com User Type:

Data.com Monthly Addition Limit: 300  
Accessibility Mode (Classic Only):   
High-Contrast Palette on Charts:   
Load Lightning Pages While Scrolling:   
Debug Mode:   
Make Setup My Default Landing Page:

Salesforce CRM Content User:

User Kol Mikaelson

User Detail

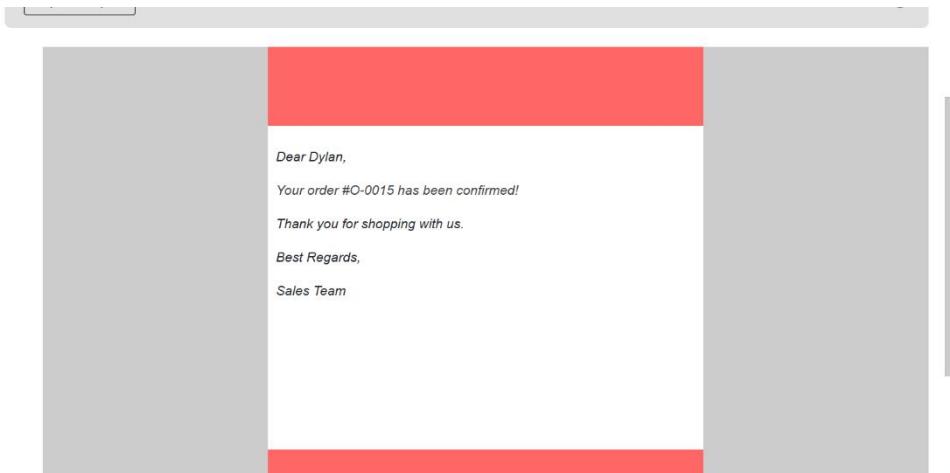
Name	Kol Mikaelson
Alias	kmika
Email	josephmaliza55@gmail.com <a href="#">[Verify]</a>
Username	josephmaliza5504@gmail.com
Nickname	User17640029612978341476
Title	
Company	
Department	
Division	
Address	
Time Zone	(GMT-08:00) Pacific Standard Time (America/Los_Angeles)
Locale	English (United States)
Language	English
Delegated Approver	
Manager	
Receive Approval Request Emails	Only if I am an approver
Federation ID	
App Registration: One-Time Password Authenticator	<a href="#">[i]</a>
App Registration: Salesforce Authenticator	<a href="#">[i]</a>
Security Key (2FA or WebAuthn)	<a href="#">[i]</a>
Lightning Login	<a href="#">[i]</a>

Role: Inventory  
User License: Platform 1  
Profile: Active  
Marketing User:   
Offline User:   
Knowledge User:   
Flow User:   
Service Cloud User:   
Site.com Contributor User:   
Site.com Publisher User:   
WDC User:   
Mobile Push Registrations: [View](#)  
Data.com User Type:   
Accessibility Mode (Classic Only):   
Debug Mode:   
High-Contrast Palette on Charts:   
Load Lightning Pages While Scrolling:   
Salesforce CRM Content User:   
Receive Salesforce CRM Content Email Alerts:   
Receive Salesforce CRM Content Alerts as Daily Digest:

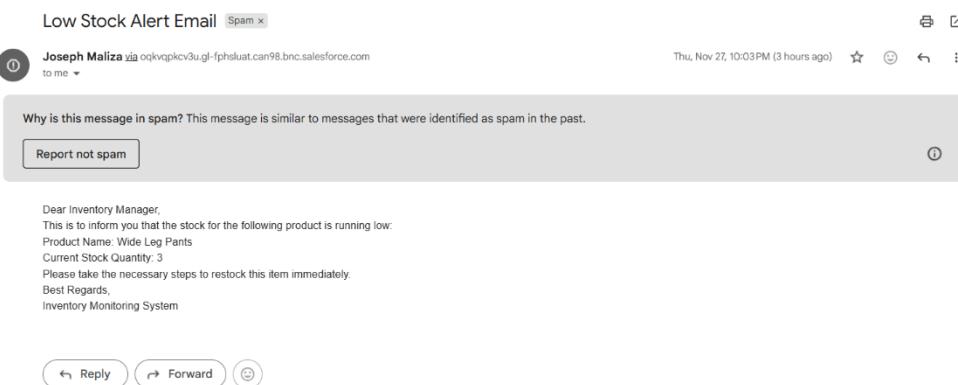
## 7. Email Templates & Alerts

To support automated communication, professionally formatted email templates were created. These included:

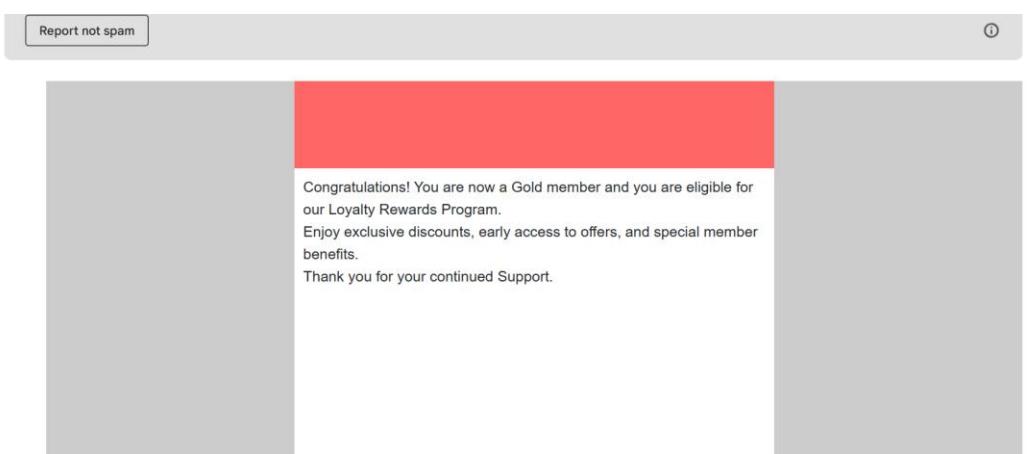
**A. Order Confirmation Template** – Automatically sent to customers once an order is submitted.



**B. Low Stock Alert Template** – Triggered when inventory drops below a specified threshold.



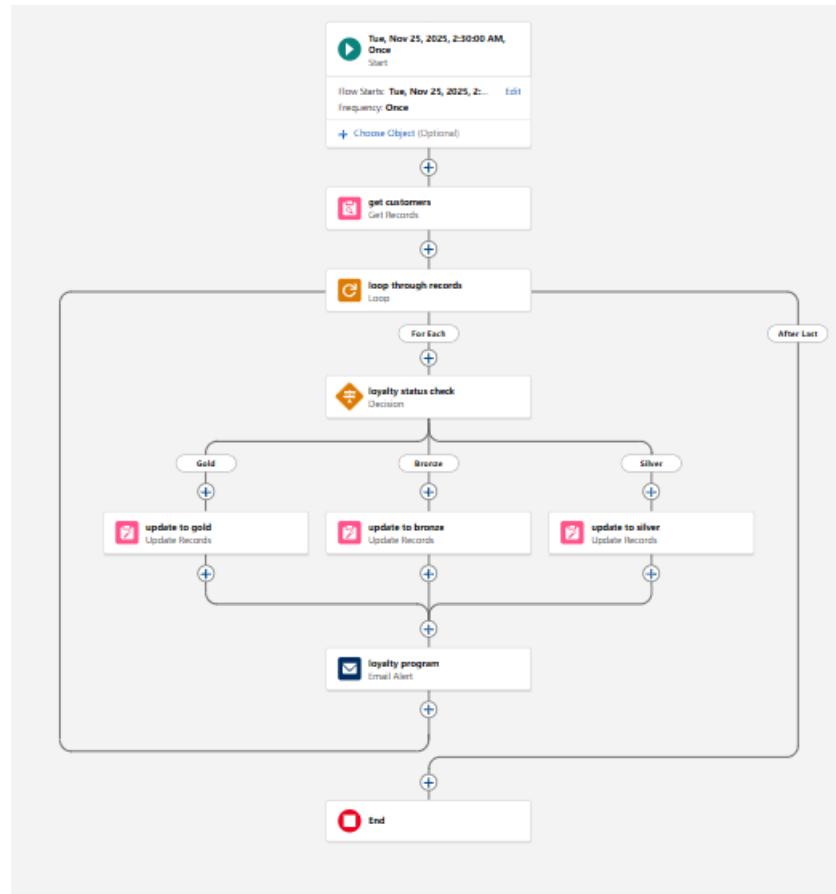
**C. Loyalty Program Templates** – Used to notify customers of changes in their loyalty status.



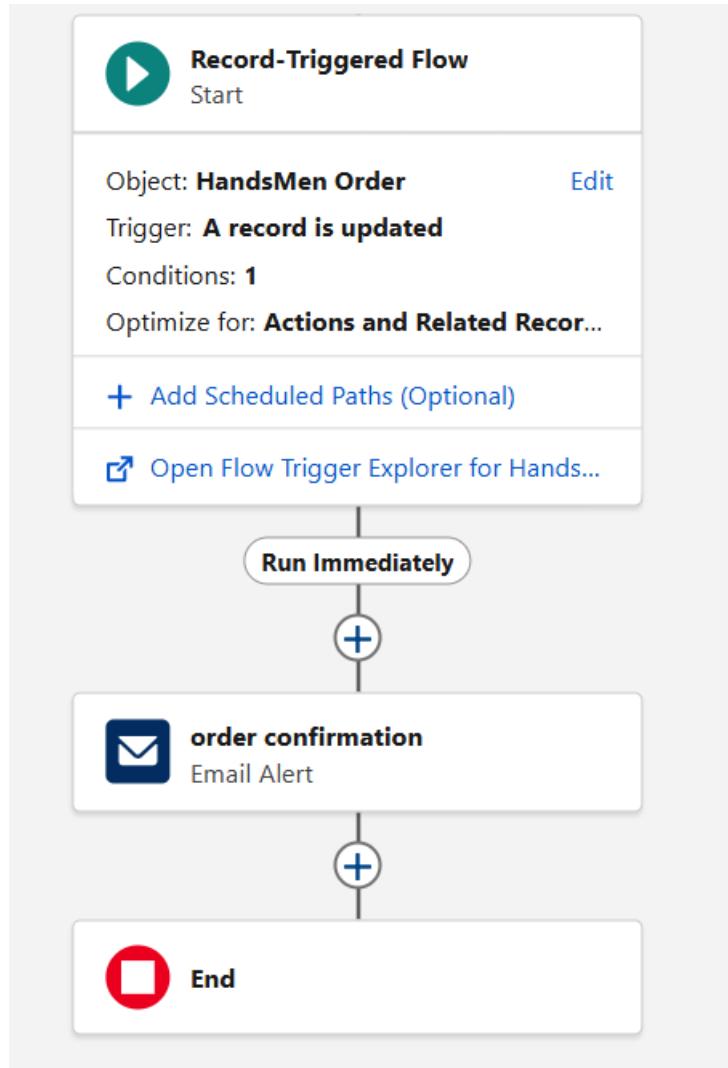
## 8. Flow Implementation

To enhance operational efficiency and streamline workflows, a series of declarative automations (Flows) were configured to execute repetitive business tasks automatically.

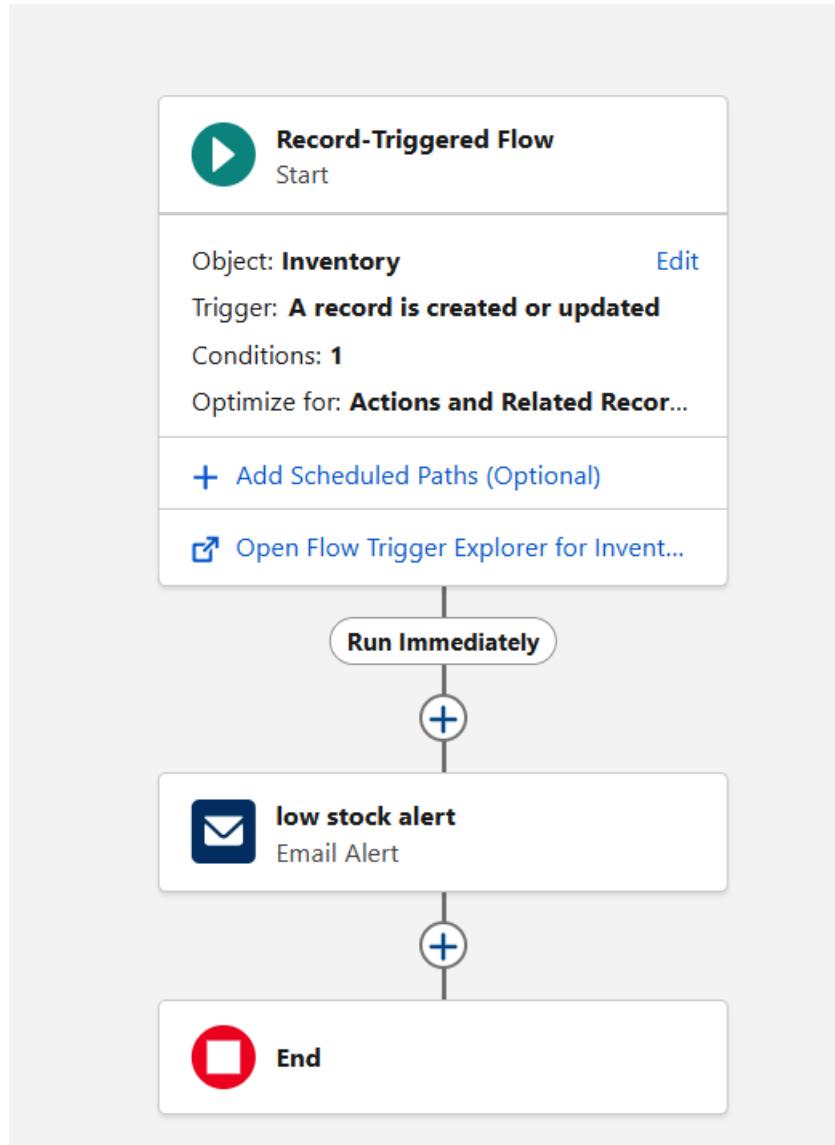
- **Loyalty Status Update (Scheduled Flow)** – This **Scheduled Flow** runs daily at midnight to check customer total purchases. It automatically sends a Loyalty Program Email to notify customers once they have met a defined spending milestone.



- **Order Confirmation Email (Record Triggered)** – This Record Triggered Flow automatically sends a confirmation email to the customer once their order status is confirmed in HandsMen Threads.



- **Low Stock Alert (Record Triggered Flow)** – This automation ensures real time inventory control by instantly triggering an email notification to the inventory manager upon detection of any product stock level falling below five units.



## 8. Apex Triggers and Automation

Apex was introduced to the system to extend functionality beyond the declarative capacity of the platform. This object-oriented language provided the system with the precise control and performance necessary for complex requirements. Three key Apex Triggers were then built to specifically address critical operational processes within the HandsMen Threads automation framework.

### 1. Order Confirmation Trigger

An **Apex Trigger** was deployed on the HandsMen Order object to automatically initiate server-side processing immediately following the creation of a new order. This trigger executes crucial back-end logic, such as generating confirmation details, either before or after the order record is finalized in the database. Its implementation serves as the foundational mechanism for advanced order handling and seamlessly complements declarative automations like email notifications and inventory processes.

### 2. Inventory Update Trigger

An **Apex trigger** on the Inventory object was implemented to automatically update product stock levels upon order confirmation. This real time deduction of purchased items maintains accurate stock tracking, prevents overselling, and improves transparency between sales and warehouse operations.

### 3. Loyalty Status Update Trigger

A dedicated **Apex trigger** on the HandsMen Customer object updates a customer's **Loyalty Status** based on their cumulative purchases. This automation instantly recalculates total spending following a qualifying order and assigns the correct loyalty tier, thereby ensuring that all associated perks and rewards are applied consistently and automatically.

## HANDSMEN THREADS APPLICATION SCREENSHOTS

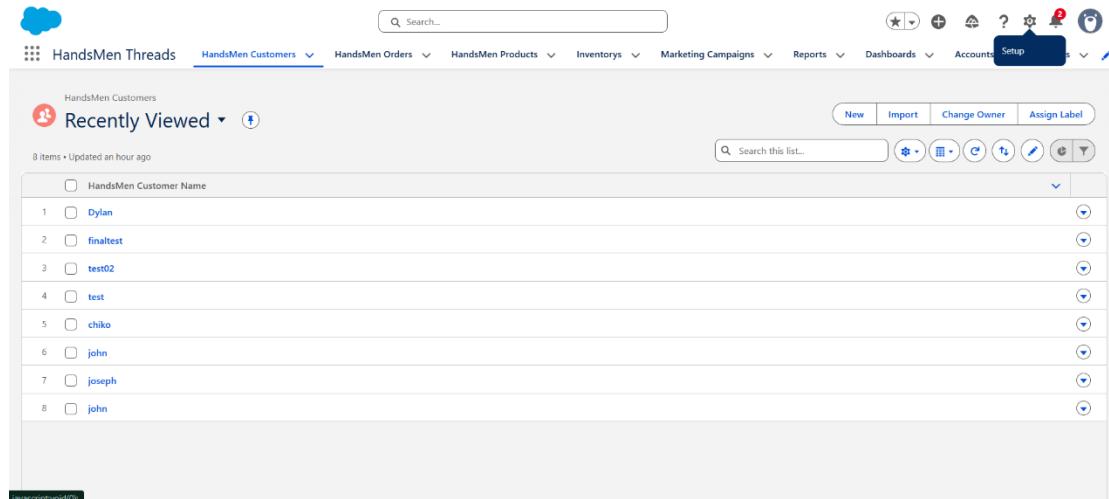


Figure 1: HandsMen Threads Application

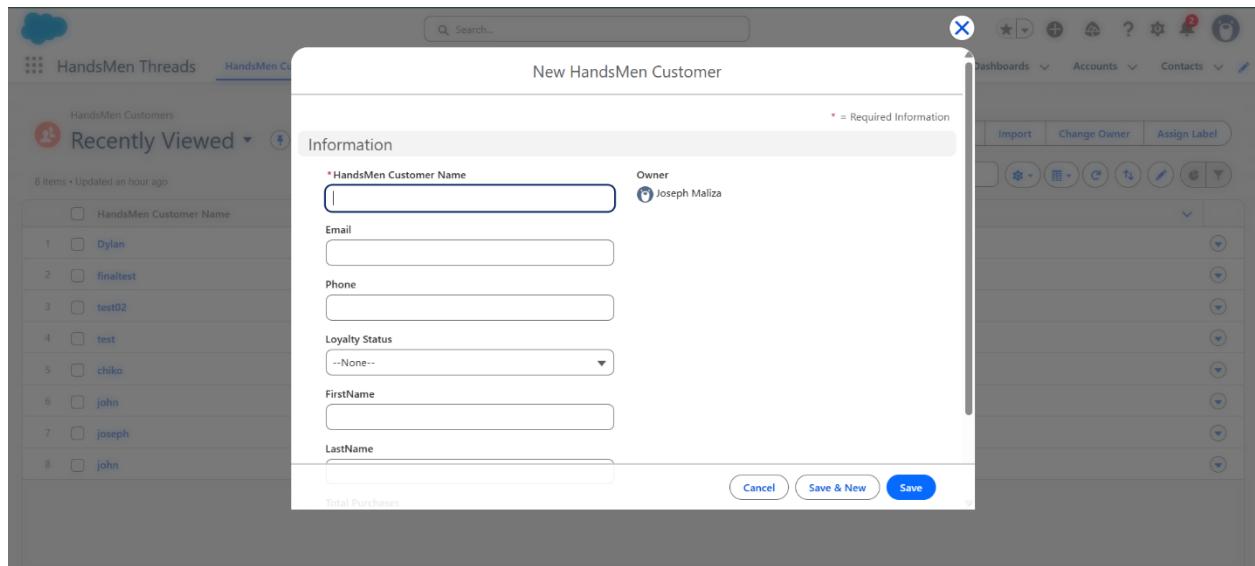


Figure 2: Creating a New Customer Record (HandsMen Customer)

This screenshot shows the customer record detail page for Dylan. The top navigation bar includes links for HandsMen Threads, HandsMen Customers, HandsMen Orders, HandsMen Products, Inventory, Marketing Campaigns, Reports, Dashboards, Accounts, and Contacts. The main content area displays Dylan's information: Name (Dylan), Email (josephmalizagenshin@gmail.com), Phone (09999998999), Loyalty Status (Gold), FirstName (Dylan), LastName (Osborn), FullName (Dylan Osborn), Total Purchases (1,000), and Created By (Joseph Maliza). The last modified date is 11/27/2025 5:57 AM.

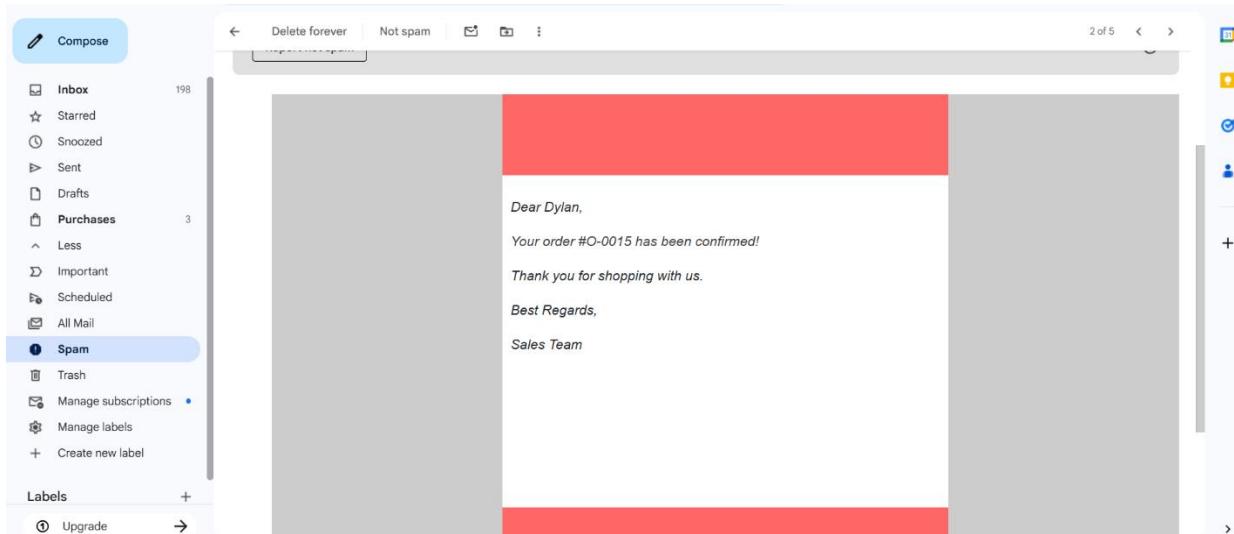
**Figure 3: Customer Record Detail Page**

This screenshot shows the 'New HandsMen Product' creation form. The 'Information' section requires the product name (HandsMen Product Name), which is currently empty. Other fields include SKU, Price, and Stock Quantity. The right side of the screen shows standard CRM toolbars for Import, Change Owner, and Assign Label.

**Figure 4: Creating a New Product Record**

This screenshot shows the 'New HandsMen Order' creation form. The 'Information' section requires the order number (HandsMen OrderNumber) and the product (HandsMen Product). The product dropdown is set to 'Search HandsMen Products...'. Other fields include HandsMen Customer (Search HandsMen Customers...), Status (None), Quantity, and Total Amount. The right side of the screen shows standard CRM toolbars for Import, Change Owner, and Assign Label.

**Figure 5: Creating a New Order Record**



**Figure 6: Order Confirmation Email Received by Customer**

HandsMen Products

## Recently Viewed

3 items • Updated a few seconds ago

	HandsMen Product Name	
1	<input type="checkbox"/> Wide Leg Pants	▼
2	<input type="checkbox"/> Pants	▼
3	<input type="checkbox"/> Shirt	▼

New Import Change Owner Assign Label

**Figure 7: Product List View Page**

**Figure 8: HandsMen Order List View**

The screenshot shows the HandsMen Threads software interface. At the top, there is a navigation bar with links for HandsMen Customers, HandsMen Orders (selected), HandsMen Products, Inventories, Marketing Campaigns, Reports, Dashboards, Accounts, and Contacts. Below the navigation bar, a specific order record is displayed for "HandsMen Order O-0015". The record includes fields for Order Number, Product (Wide Leg Pants), Customer (Dylan), Status (Confirmed), Quantity (10), Total Amount (100), and Customer Email (josephmalizagenshin@gmail.com). The record was created by Joseph Maliza on 11/27/2025 at 5:40 AM. The "Owner" field also lists Joseph Maliza. A "Details" tab is selected, showing the current state of the order.

Figure 9: Order Record Detail Page

The screenshot shows the HandsMen Threads software interface. The navigation bar at the top includes links for HandsMen Customers, HandsMen Orders, HandsMen Products, Inventories (selected), Marketing Campaigns, Reports, Dashboards, Accounts, and Contacts. Below the navigation bar, an inventory record is displayed for "Inventory I - 0003". The record includes fields for Inventory Number, Product (Wide Leg Pants), Stock Quantity (1), and Stock Status (Low Stock). The record was last modified by Joseph Maliza on 11/27/2025 at 5:53 AM. A "Details" tab is selected, showing the current stock status of the item.

Figure 10: Inventory Management Page

## **CONCLUSION**

The HandsMen Threads application stands as a validated, robust, and highly specialized management solution built upon the Salesforce platform, designed specifically for the needs of retail organizations. The initiative successfully modernized data governance by achieving complete centralization and implementing a comprehensive, fully automated environment for all key business processes. This structural shift significantly enhances staff effectiveness, allowing users to seamlessly handle workflows, track records, and access customer information while upholding professional standards with remarkably little manual effort. The result is a system that delivers tangible business benefits, notably accelerated processing times, minimal human error, and a substantially improved customer experience.

The implementation of this application successfully meets all requirements for establishing a scalable foundation, positioning the organization for future enhancements and effective management. In addition, the project highlights the significant benefits and strengths of utilizing the Salesforce platform in the modern era of digital business, while effectively showcasing mastery in development, automation, and user interface (UI) utilization.

## **FUTURE SCOPE**

- Enhanced Dashboards and Forecasting Tools We will build easy-to-read dashboards to show sales and customer data. We will also add tools to predict future sales, helping managers plan inventory and marketing budgets better.
- Mobile Application Integration Staff will be able to use the Salesforce Mobile App on their phones or tablets. This lets them check customer data, take orders, and update stock information while walking around.
- Enhanced Inventory Tracking We plan to use Barcode or QR Scanners to track products. This makes checking inventory much faster and ensures that the stock numbers in the system are always correct.

- AI Recommendation System We will use Salesforce Einstein (AI) to study what customers buy. The system will then automatically suggest products to staff and customers, helping to increase sales.
- Integration with POS and E-Commerce Systems We will connect the system to online stores and physical store registers (POS). This makes sure all orders and inventory updates happen immediately in one place.