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.

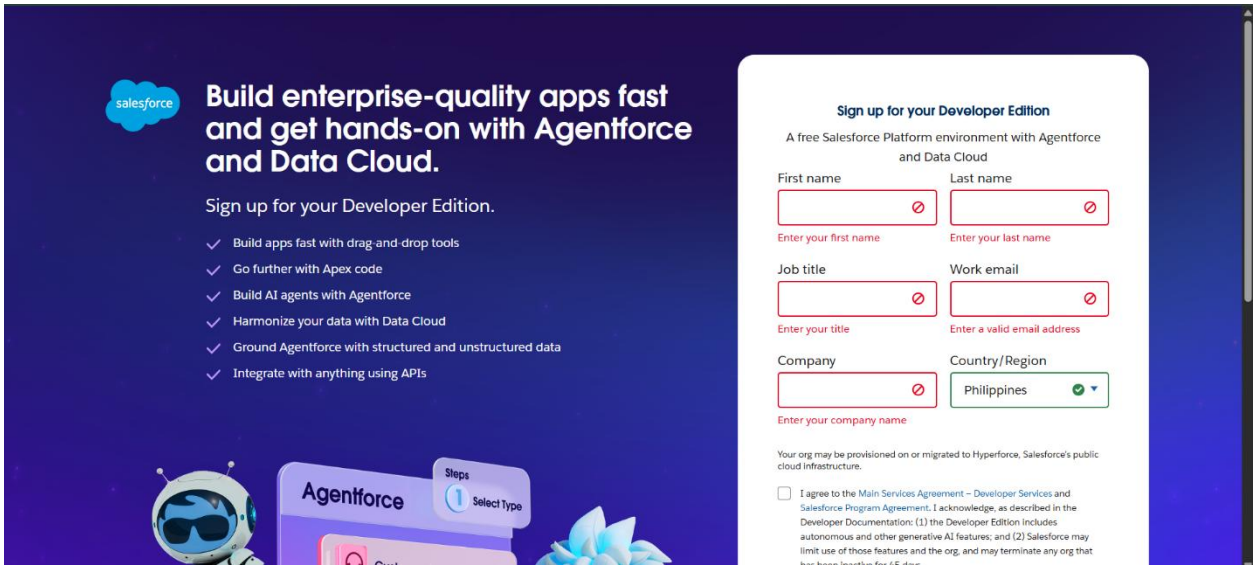
12. Apex

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

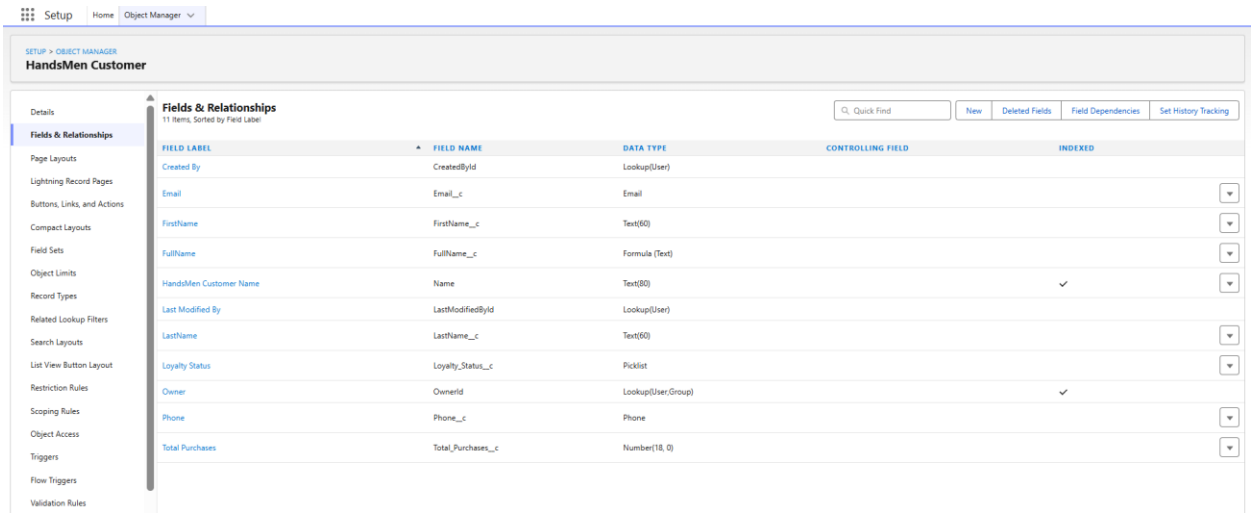
account via the Salesforce Developer signup page. Once the registration form was completed, the new Salesforce account was activated through email verification.

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:

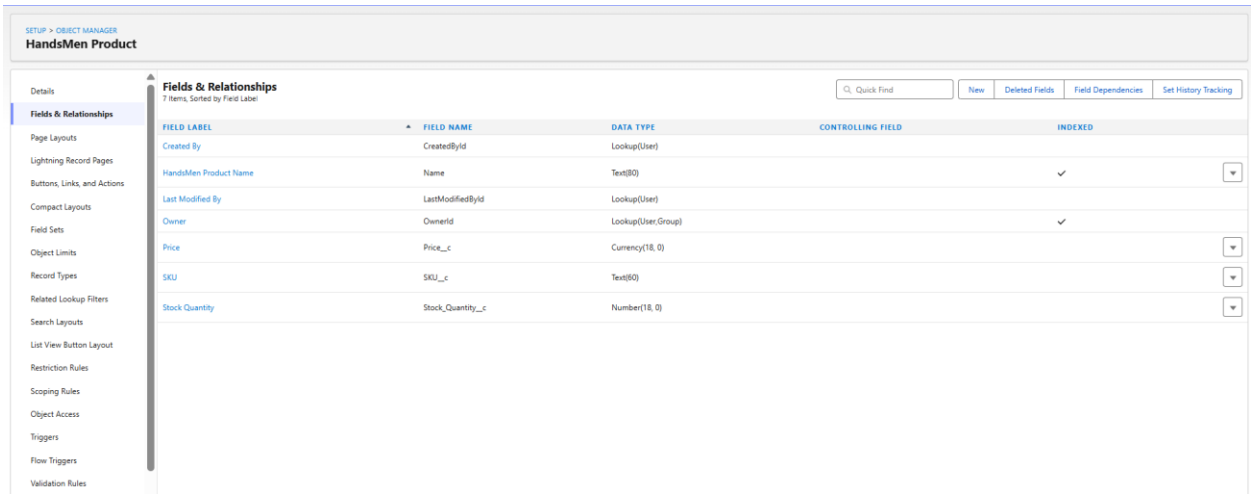
• HandsMen Customer

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



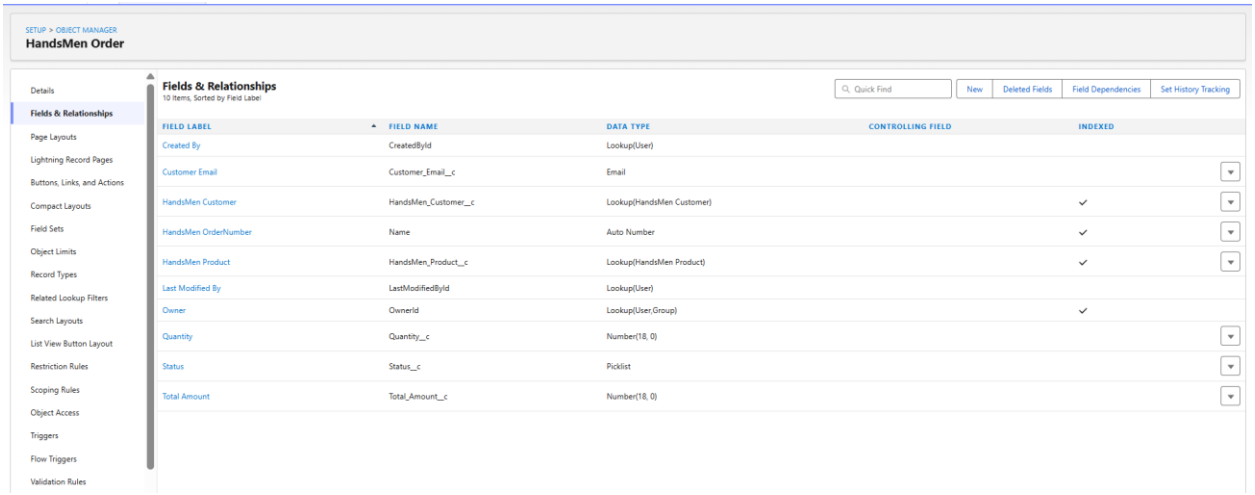
• HandsMen Product

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



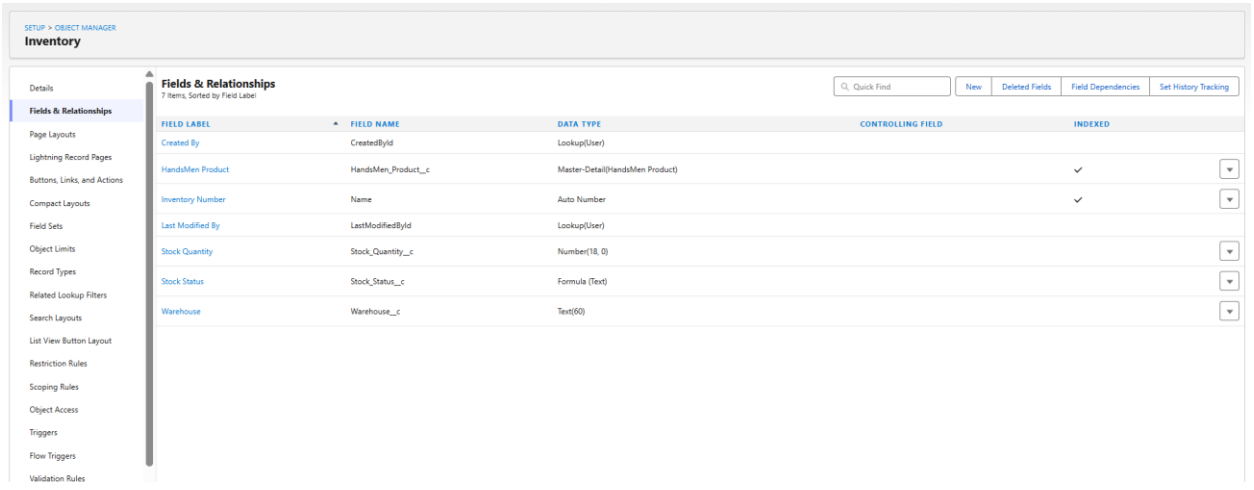
• **HandsMen Order**

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



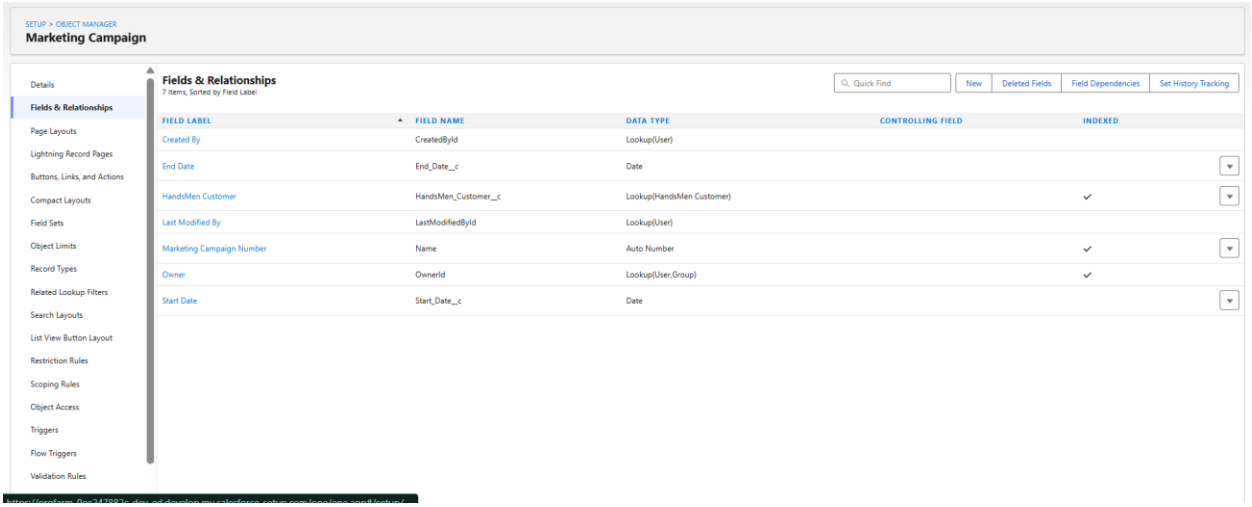
• **Inventory**

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



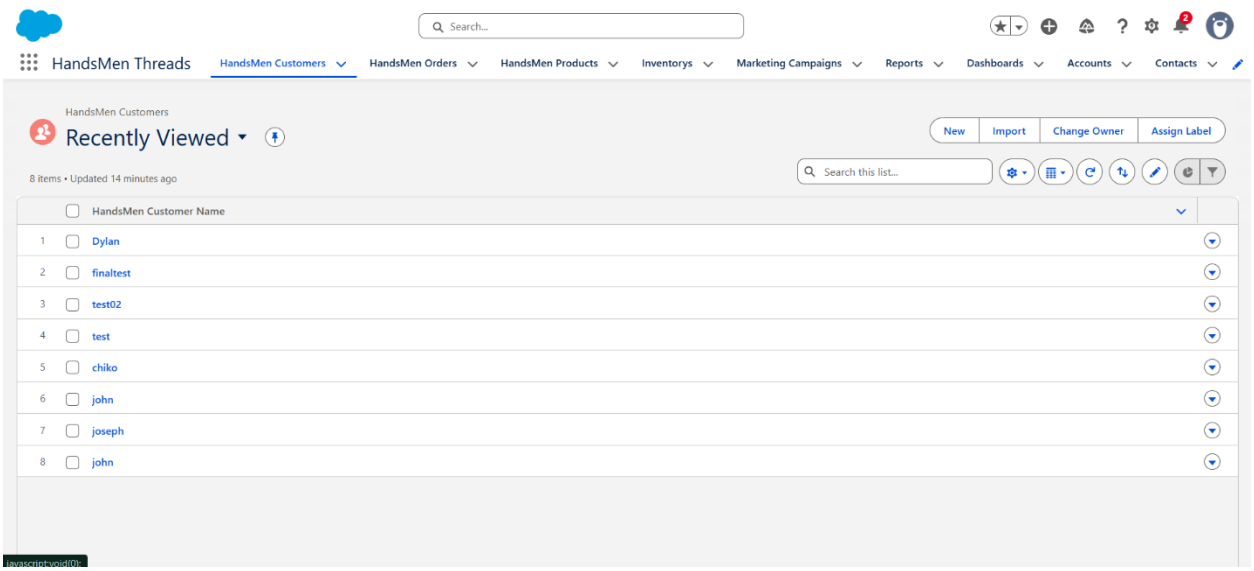
• **Marketing Campaign**

- Manages promotional activities and customer engagement initiatives.



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.



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

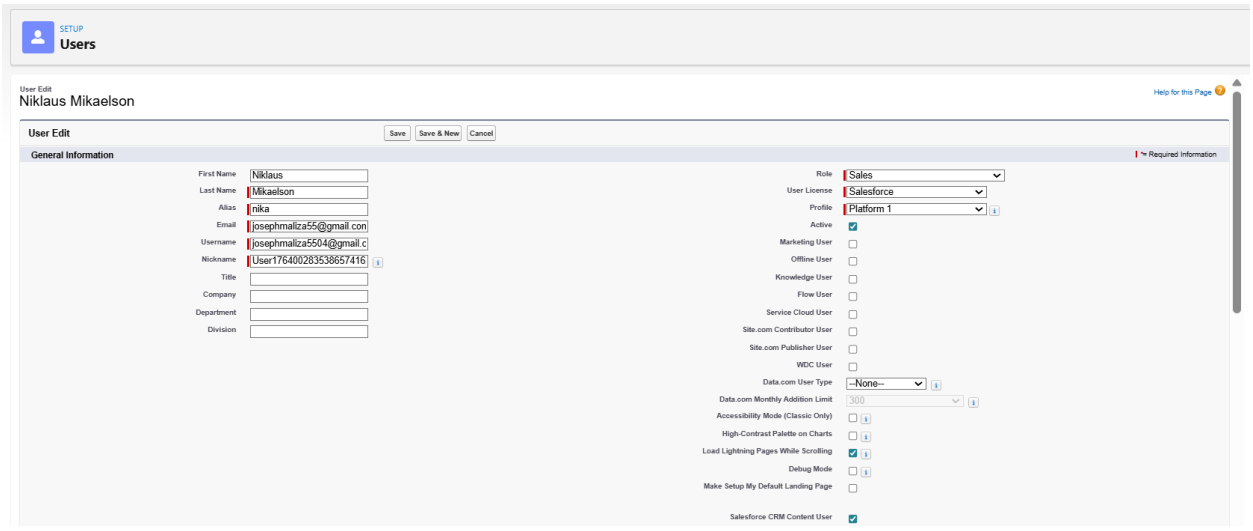
The security model utilizes Salesforce's access tools to enforce strict control:

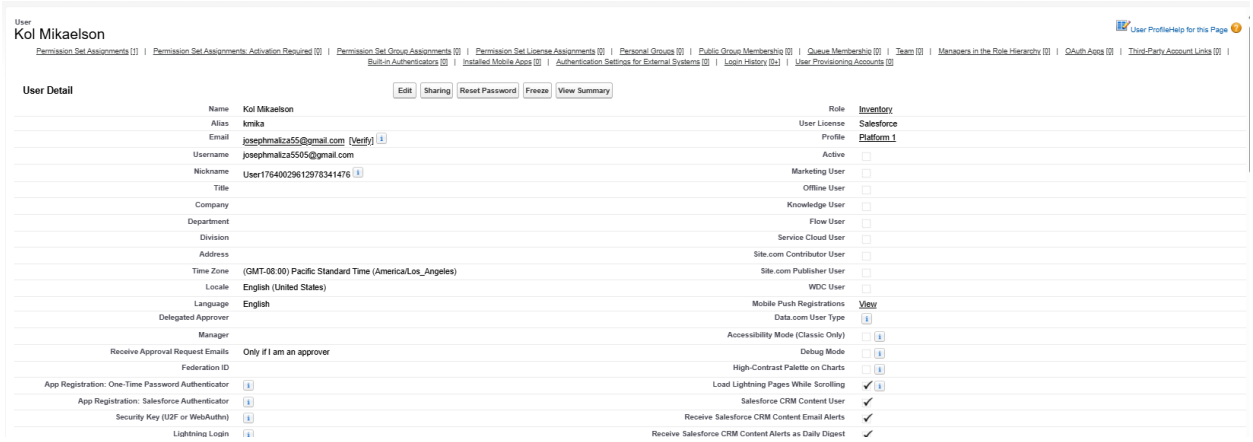
- **Roles:** The **Sales role** was created within the hierarchy to manage users responsible for customer and order activities. This tool primarily controlled **data visibility** based on the organizational structure.
- **Profiles:** The **Sales Profile** defined baseline permissions, governing **object 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.

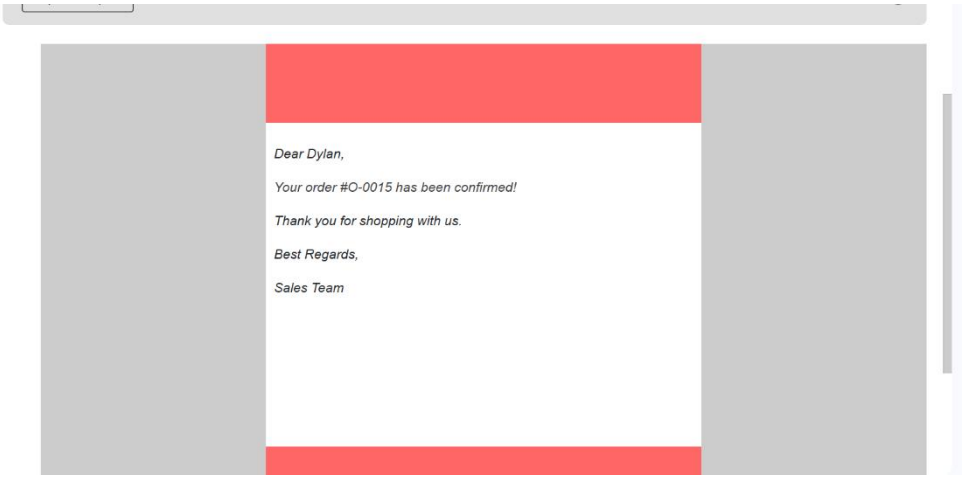




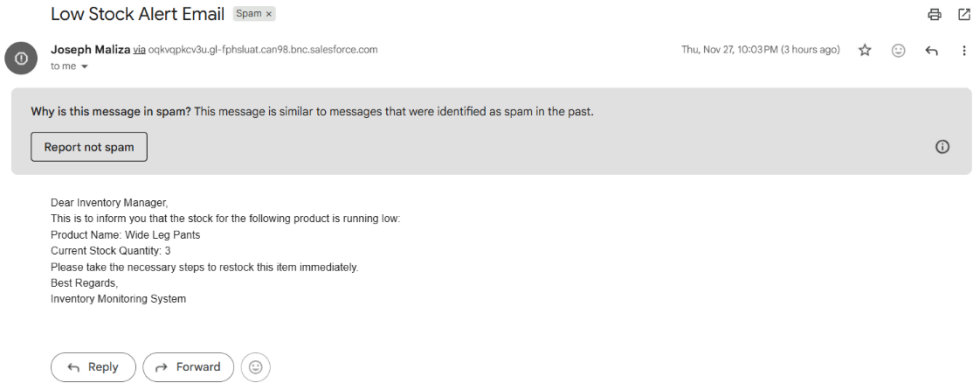
7. Email Templates & Alerts

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

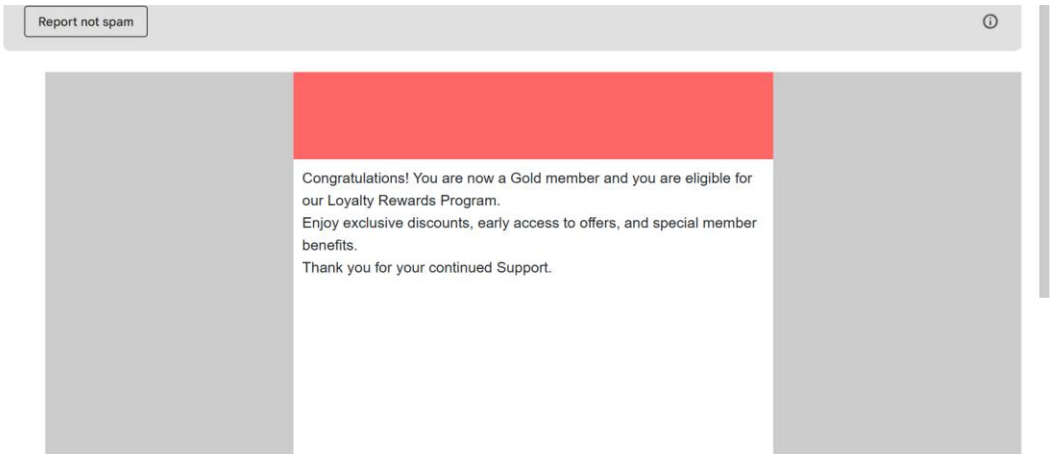
A. Order Confirmation Template – Automatically sent to customers once an order is submitted.



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



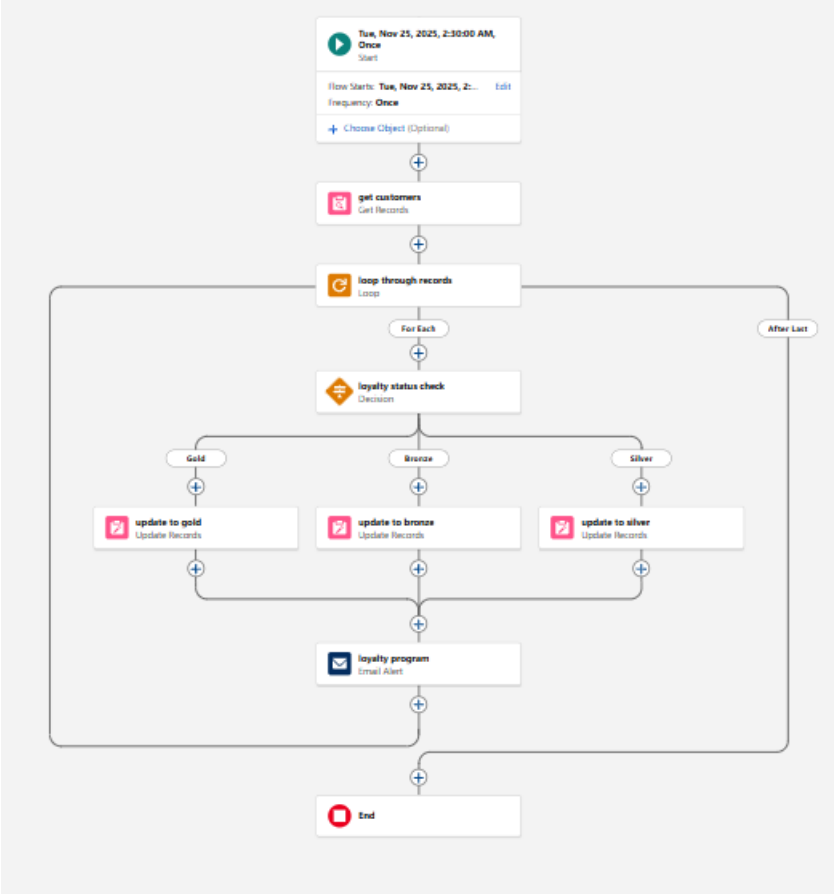
C. Loyalty Program Templates – Used to notify customers of changes in their loyalty status.



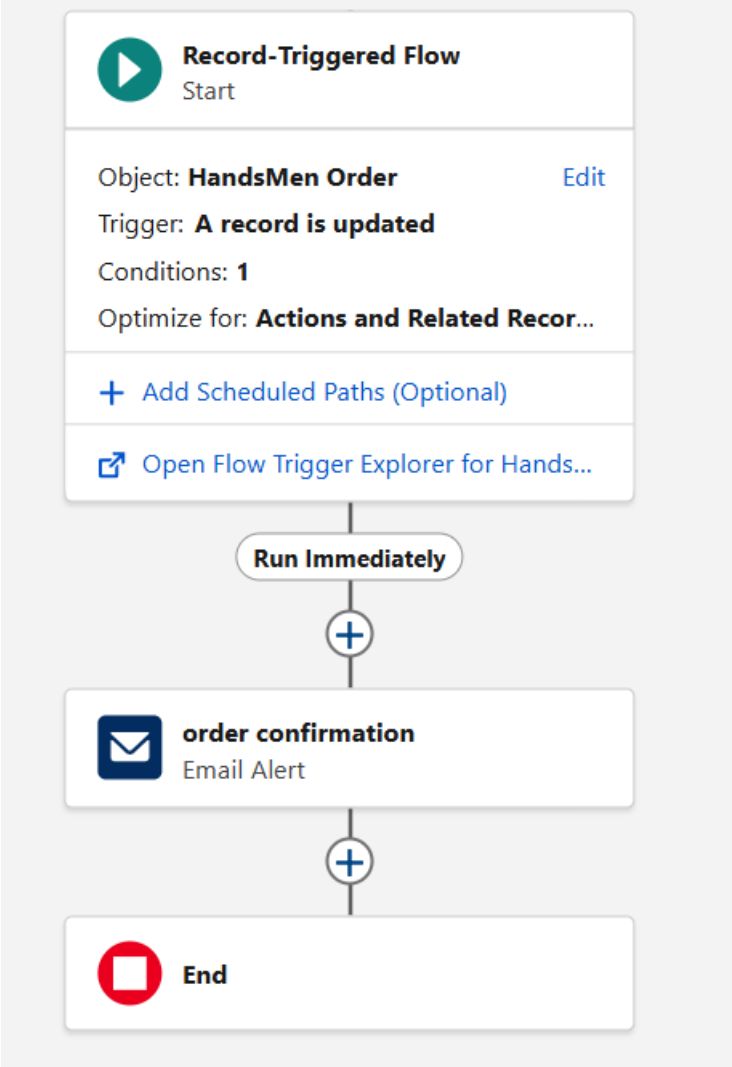
8. Flow Implementation

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

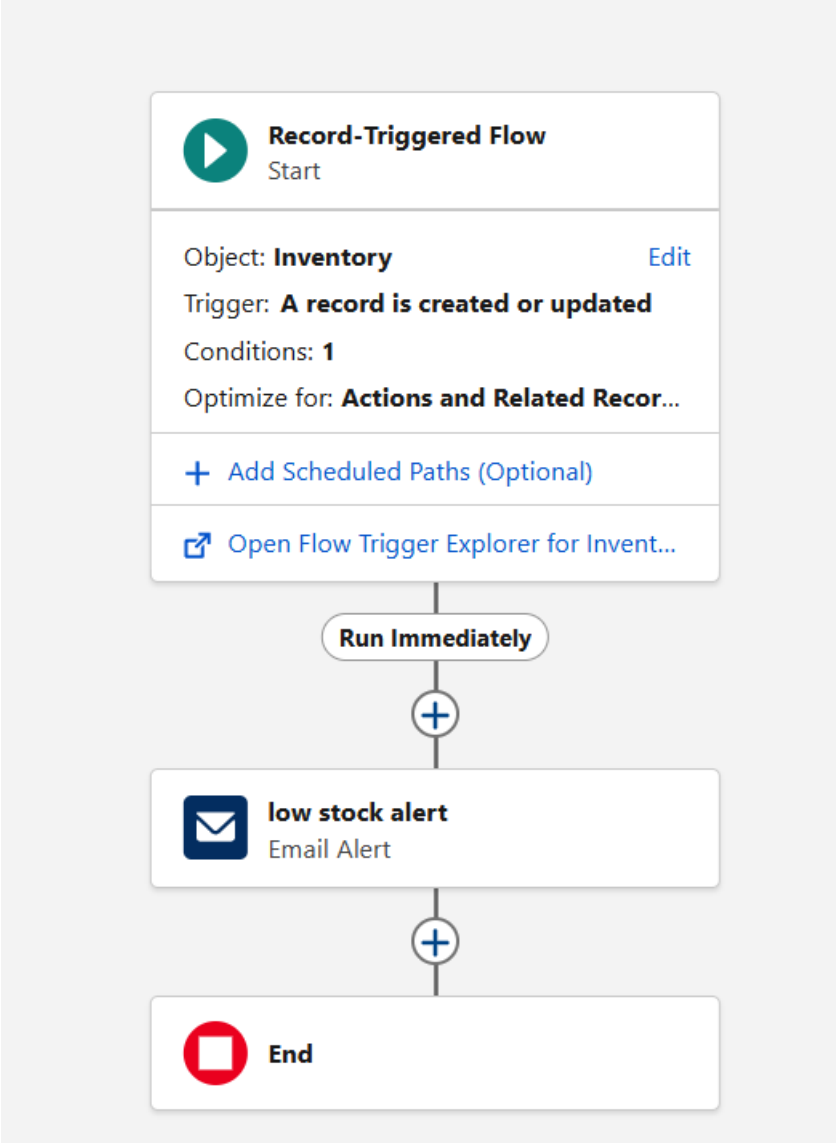
- **Loyalty Status Update (Scheduled Flow)** – This **Scheduled Flow** runs daily at midnight to check customer total purchases. It automatically sends a Loyalty Program Email to notify customers once they have met a defined spending milestone.



- **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

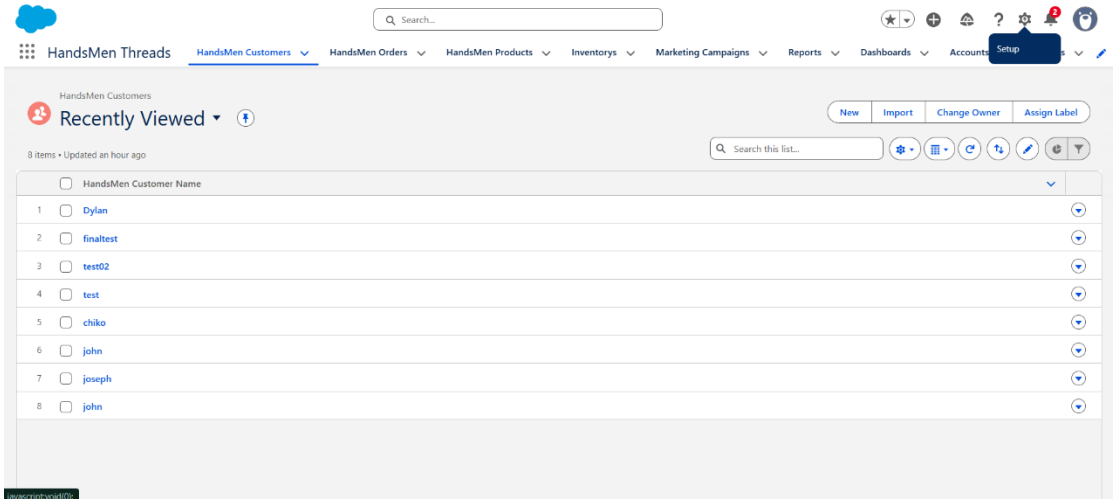


Figure 1: HandsMen Threads Application

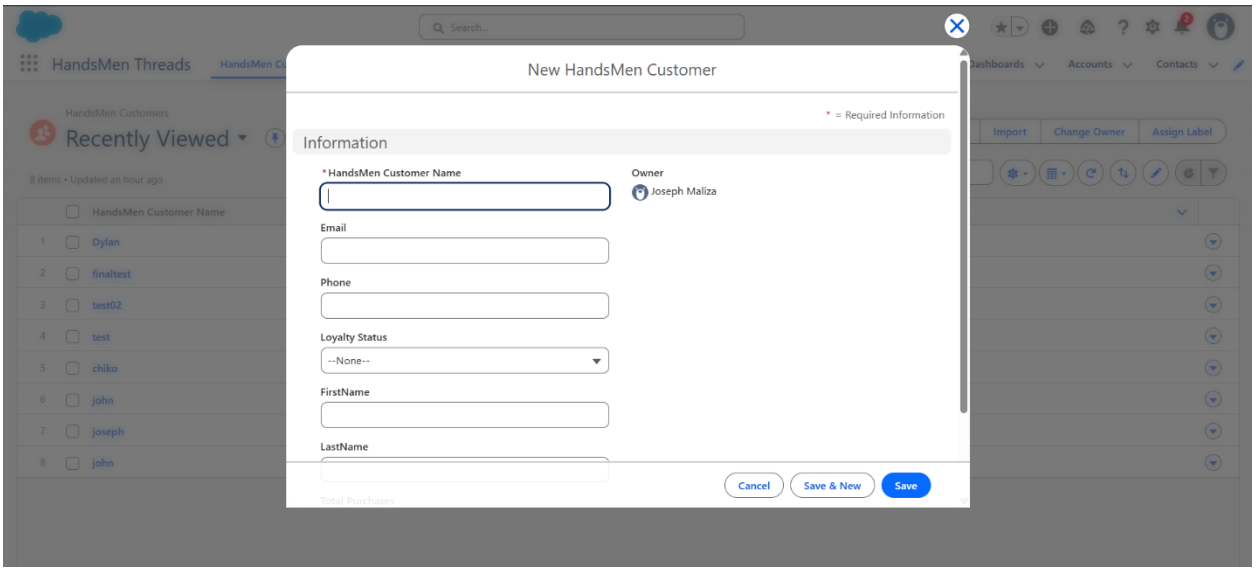


Figure 2: Creating a New Customer Record (HandsMen Customer)

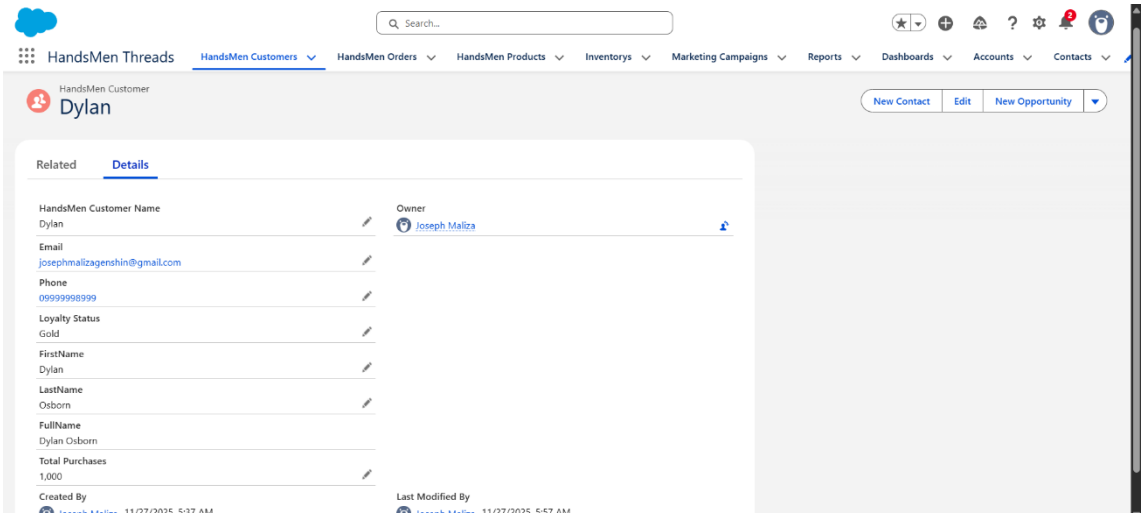


Figure 3: Customer Record Detail Page

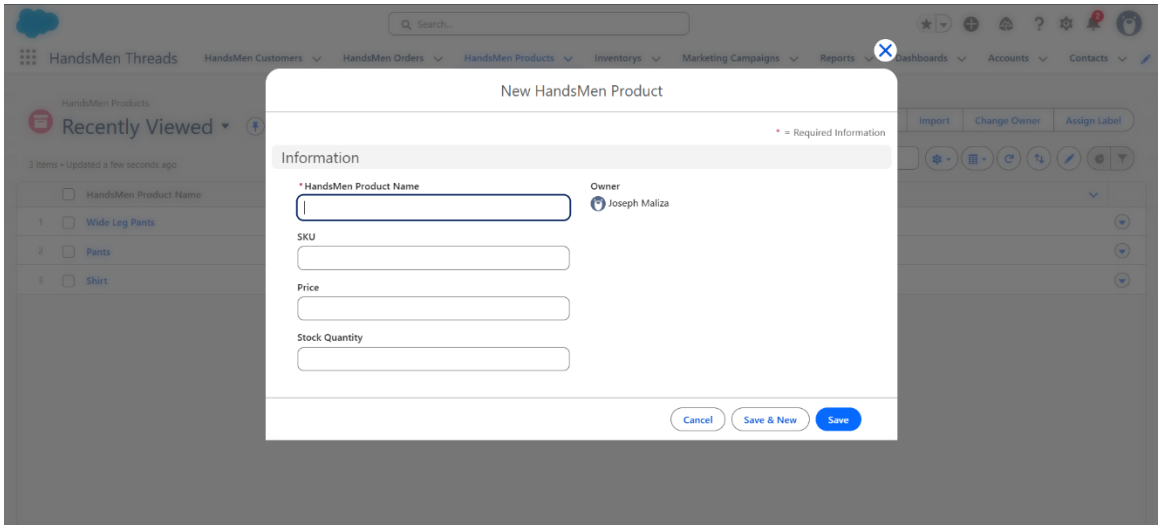


Figure 4: Creating a New Product Record

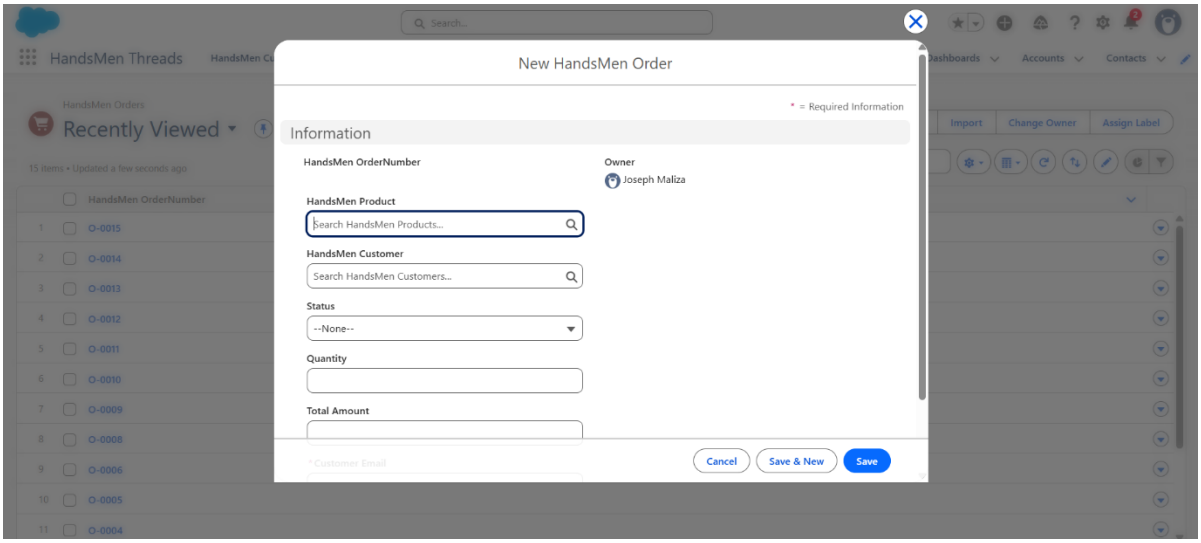


Figure 5: Creating a New Order Record

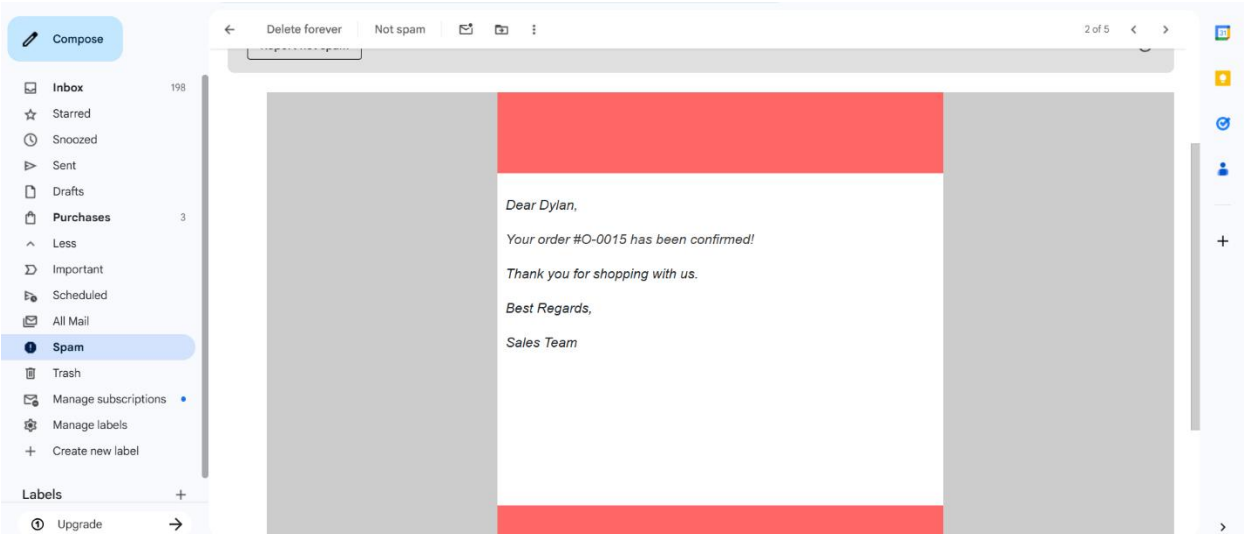


Figure 6: Order Confirmation Email Received by Customer

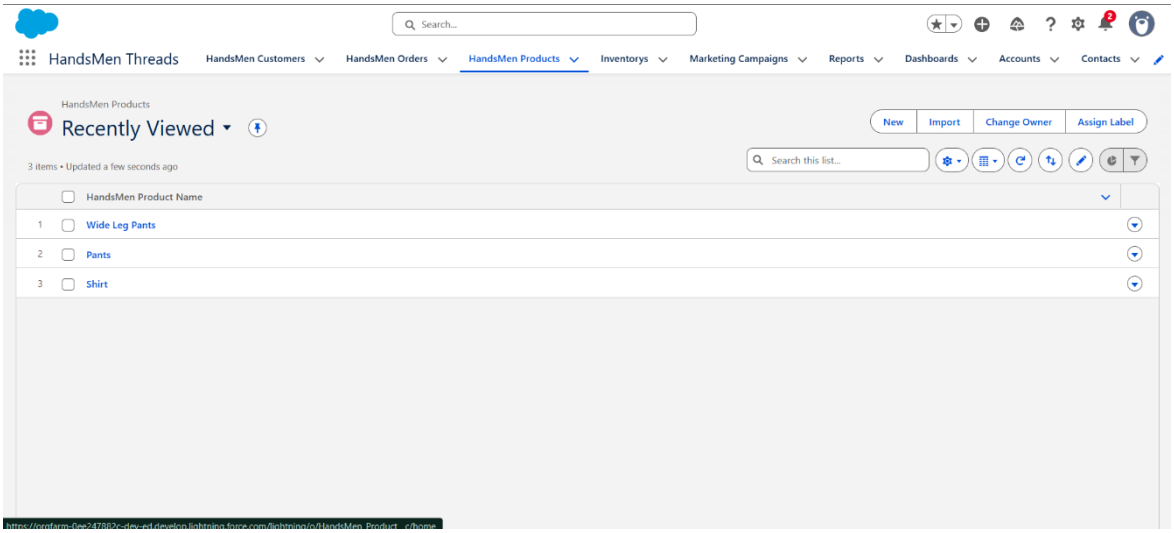


Figure 7: Product List View Page

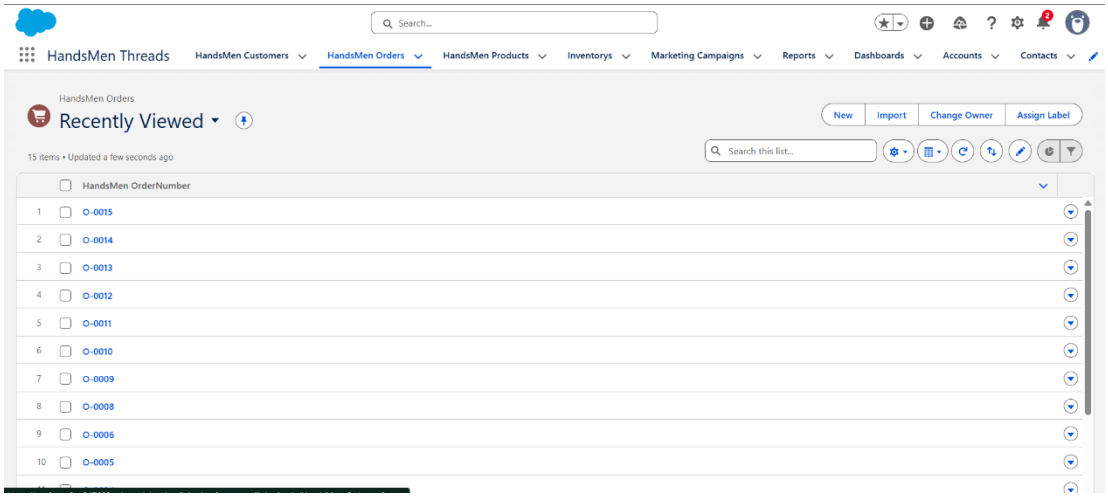


Figure 8: HandsMen Order List View

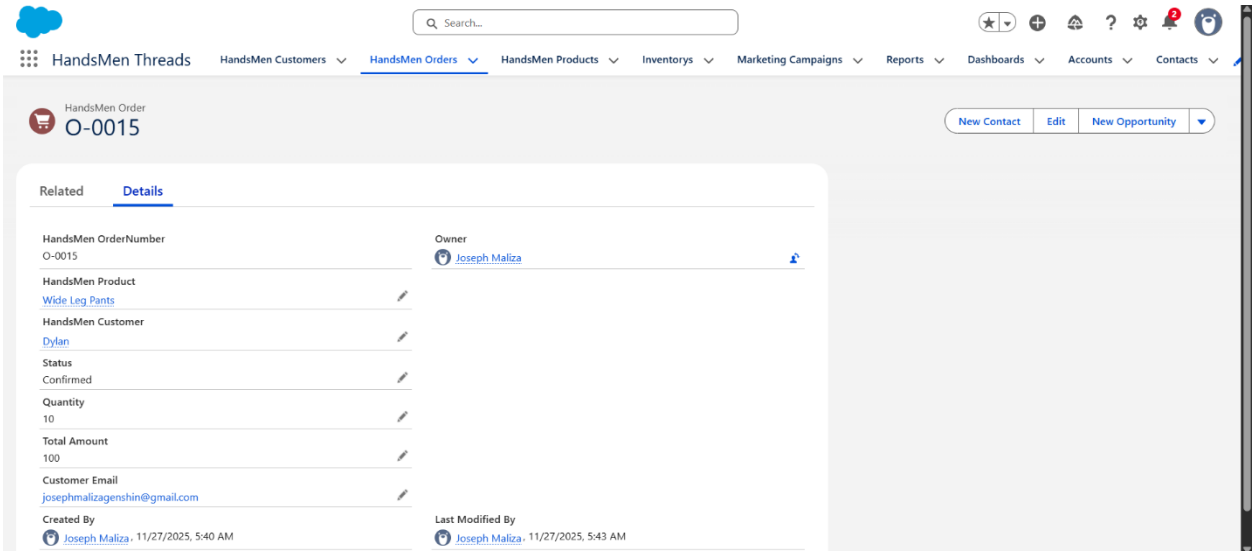


Figure 9: Order Record Detail Page

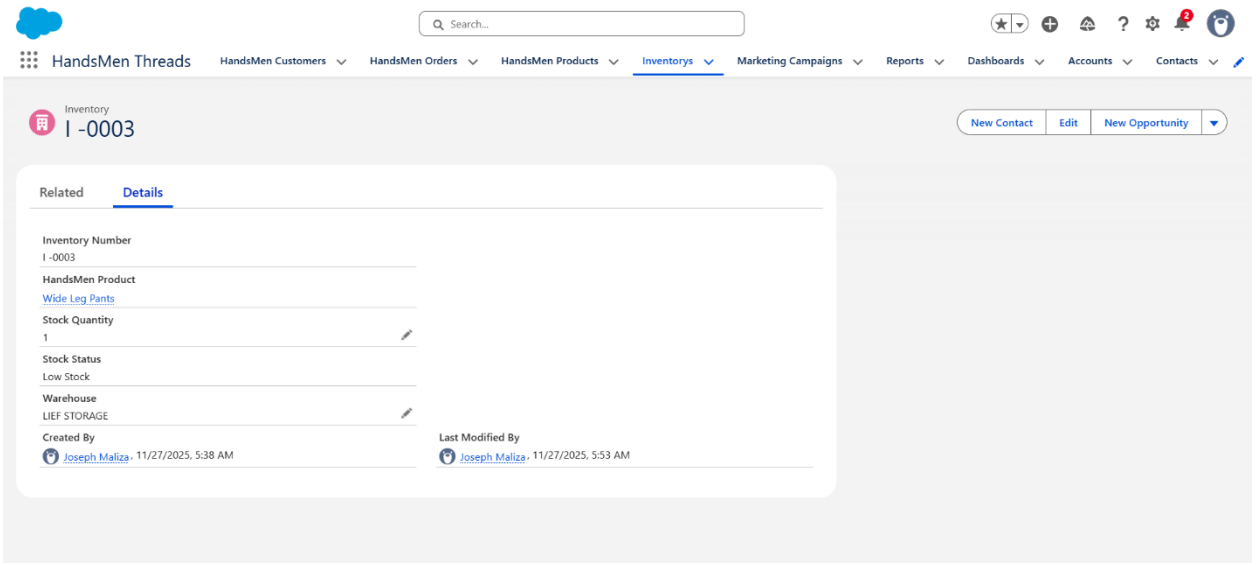


Figure 10: Inventory Management Page

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.