

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

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First name Last name
Enter your first name Enter your last name

Job title Work email
Enter your title Enter a valid email address

Company Country/Region
Enter your company name

Your org may be provisioned on or migrated to Hyperforce, Salesforce's public cloud infrastructure.

☐ I agree to the Main Services Agreement – Developer Services and Salesforce Program Agreement. I acknowledge, as described in the Developer Documentation: (1) the Developer Edition includes autonomous and other generative AI features; and (2) Salesforce may limit use of those features and the org, and may terminate any org that has been inactive for 180 days.

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

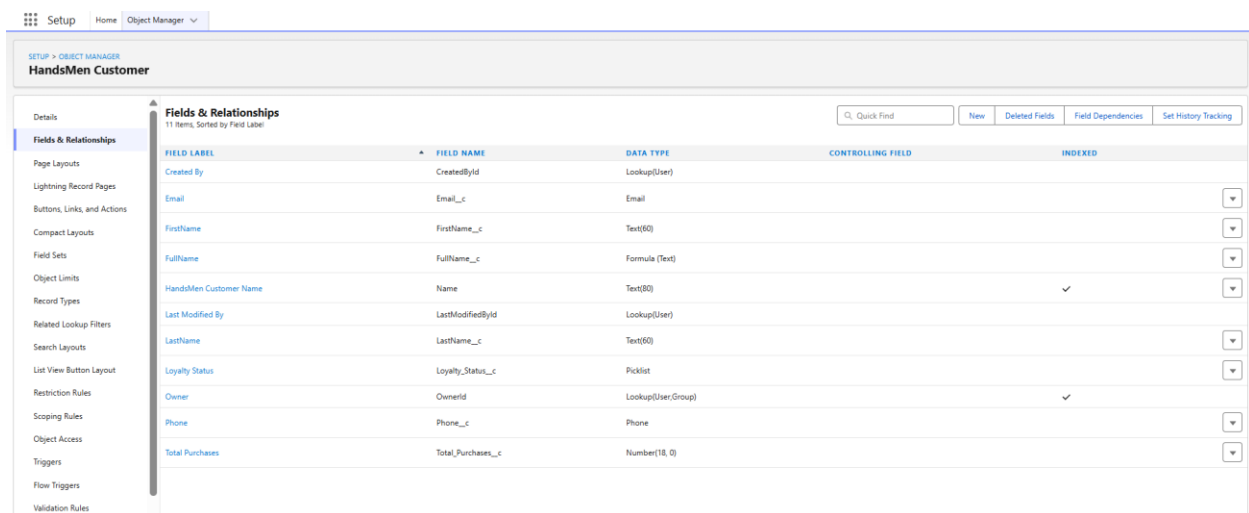
account via the Salesforce Developer signup page. Once the registration form was completed, the new Salesforce account was activated through email verification.

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.

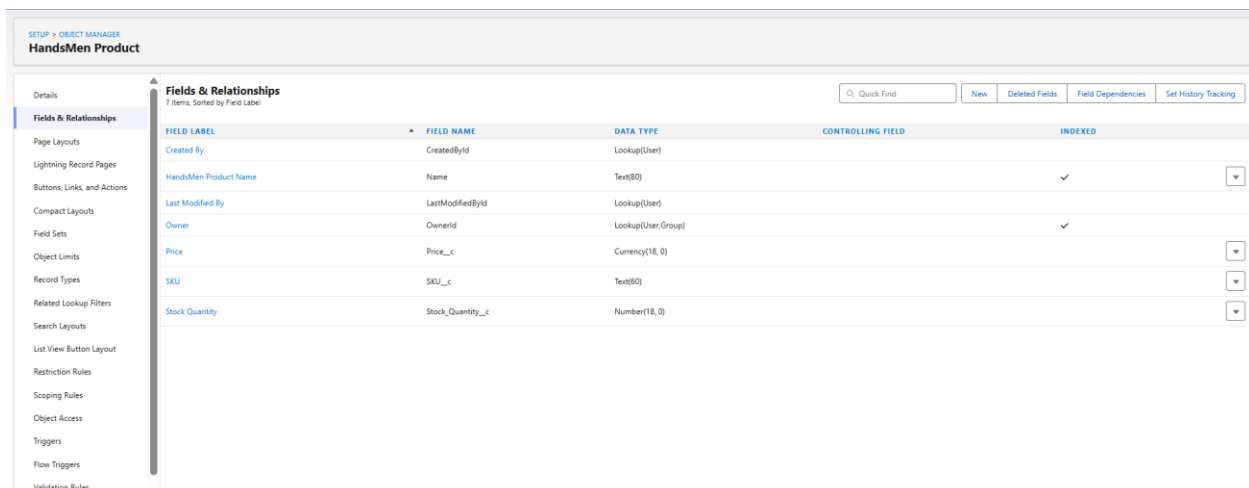


The screenshot shows the Salesforce Setup interface for the 'HandsMen Customer' object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, Restriction Rules, Scoping Rules, Object Access, Triggers, Flow Triggers, and Validation Rules. The main content area is titled 'Fields & Relationships' and shows a table of 11 fields. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By (Lookup(User)), Email (Email), FirstName (Text(60)), FullName (Formula (Text)), HandsMen Customer Name (Text(80)), Last Modified By (Lookup(User)), LastName (Text(60)), Loyalty Status (Picklist), Owner (Lookup(User,Group)), Phone (Phone), and Total Purchases (Number(18, 0)).

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	Text(80)		✓
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 Setup interface for the 'HandsMen Product' object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, 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, Flow Triggers, and Validation Rules. The main content area is titled 'Fields & Relationships' and shows a table of 7 fields. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are: Created By (Lookup(User)), HandsMen Product Name (Text(80)), Last Modified By (Lookup(User)), Owner (Lookup(User,Group)), Price (Currency(18, 0)), SKU (Text(60)), and Stock Quantity (Number(18, 0)).

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
HandsMen Product Name	Name	Text(80)		✓
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

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

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

Flow Triggers

Validation Rules

Fields & Relationships

19 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

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

• Inventory

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

SETUP > OBJECT MANAGER

Inventory

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

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

Flow Triggers

Validation Rules

Fields & Relationships

7 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

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

• Marketing Campaign

- Manages promotional activities and customer engagement initiatives.

SETUP > OBJECT MANAGER

Marketing Campaign

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

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

Flow Triggers

Validation Rules

Fields & Relationships

7 Items, Sorted by Field Label

Q Quick Find

New

Deleted Fields

Field Dependencies

Set History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
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

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.

HandsMen Threads

HandsMen Customers

HandsMen Orders

HandsMen Products

Inventories

Marketing Campaigns

Reports

Dashboards

Accounts

Contacts

HandsMen Customers

Recently Viewed

New

Import

Change Owner

Assign Label

8 items • Updated 14 minutes ago

Search this list...

<input type="checkbox"/>	HandsMen Customer Name	
1 <input type="checkbox"/>	Dylan	
2 <input type="checkbox"/>	finaltest	
3 <input type="checkbox"/>	test02	
4 <input type="checkbox"/>	test	
5 <input type="checkbox"/>	chiko	
6 <input type="checkbox"/>	john	
7 <input type="checkbox"/>	joseph	
8 <input type="checkbox"/>	john	

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.

SETUP Users

User Edit: Niklaus Mikaelson

User Edit [Save] [Save & New] [Cancel]

General Information

First Name: Niklaus
 Last Name: Mikaelson
 Alias: nika
 Email: josephmaliza55@gmail.com
 Username: josephmaliza554@gmail.com
 Nickname: User176400283338657416
 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: None--
 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 [Edit] [Sharing] [Reset Password] [Freeze] [View Summary]

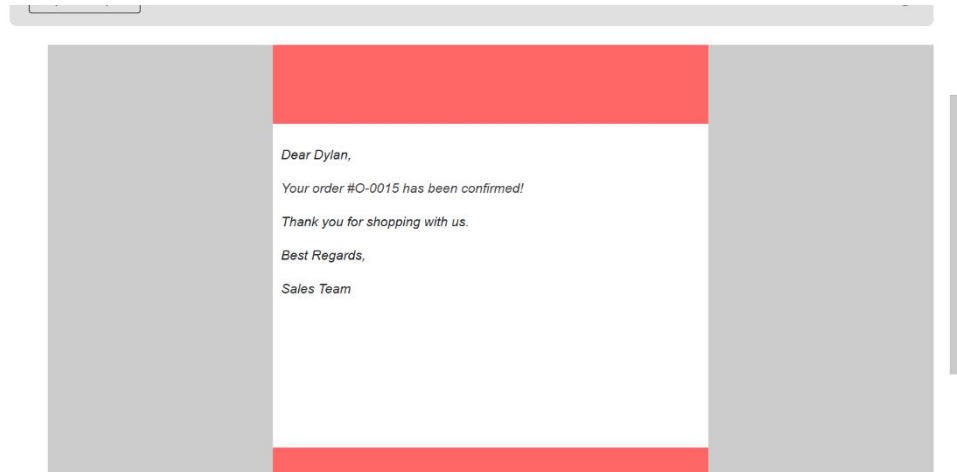
Name: Kol Mikaelson
 Alias: kmika
 Email: josephmaliza55@gmail.com [Verify]
 Username: josephmaliza555@gmail.com
 Nickname: User17640029612978341476
 Title:
 Company:
 Department:
 Division:
 Address:
 Time Zone: (GMT-08:00) Pacific Standard Time (America/Los_Angeles)
 Locale: English (United States)
 Language: English
 Delegated Approver:
 Manager:
 Receive Approval Request Emails: Only if I am an approver
 Federation ID:
 App Registration: One-Time Password Authenticator
 App Registration: Salesforce Authenticator
 Security Key (U2F or WebAuthn)
 Lightning Login

Role: Inventory
 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: ☐
 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: ☒

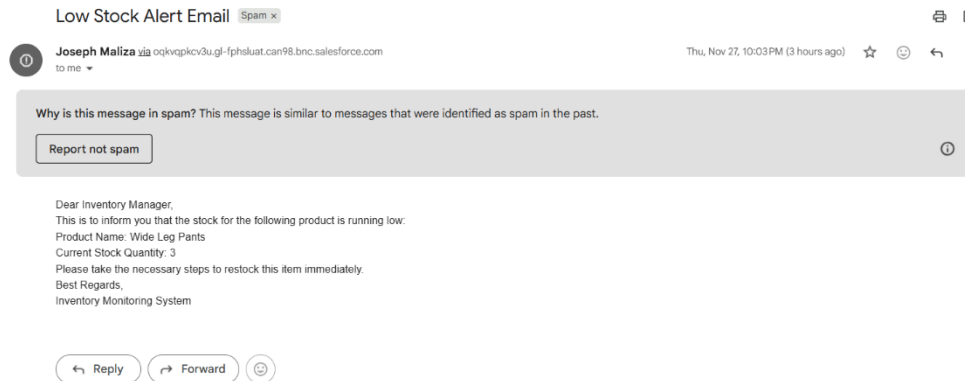
7. Email Templates & Alerts

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

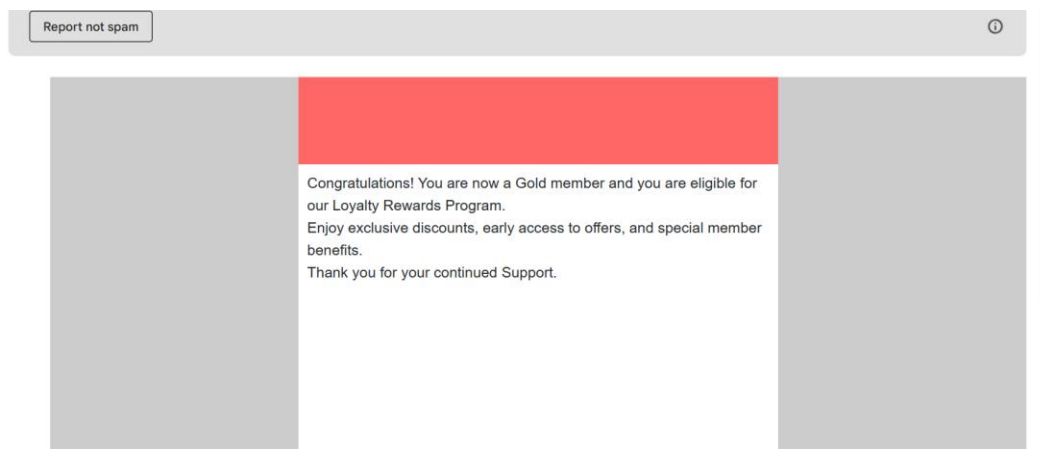
A. Order Confirmation Template – Automatically sent to customers once an order is submitted.



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



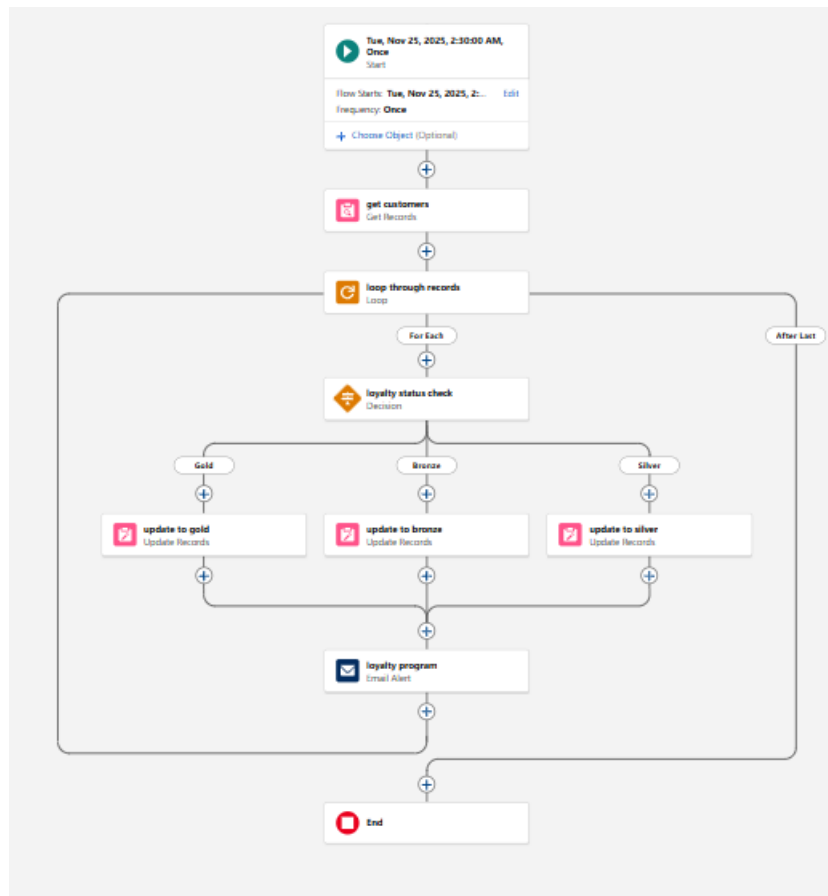
C. Loyalty Program Templates – Used to notify customers of changes in their loyalty status.



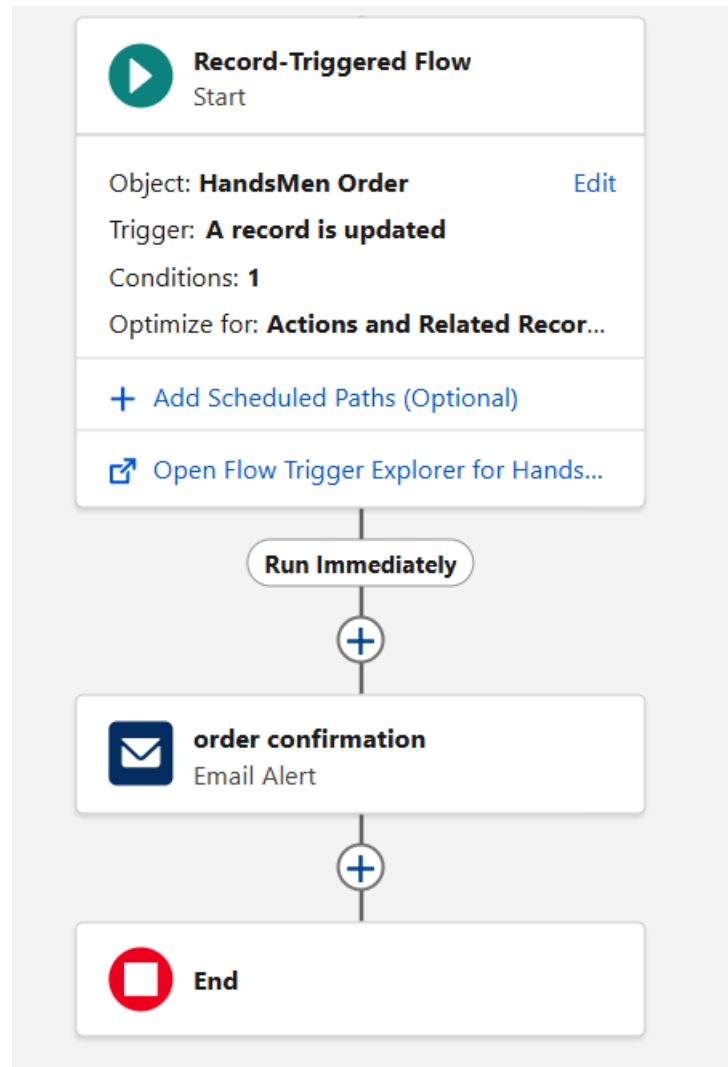
8. Flow Implementation

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

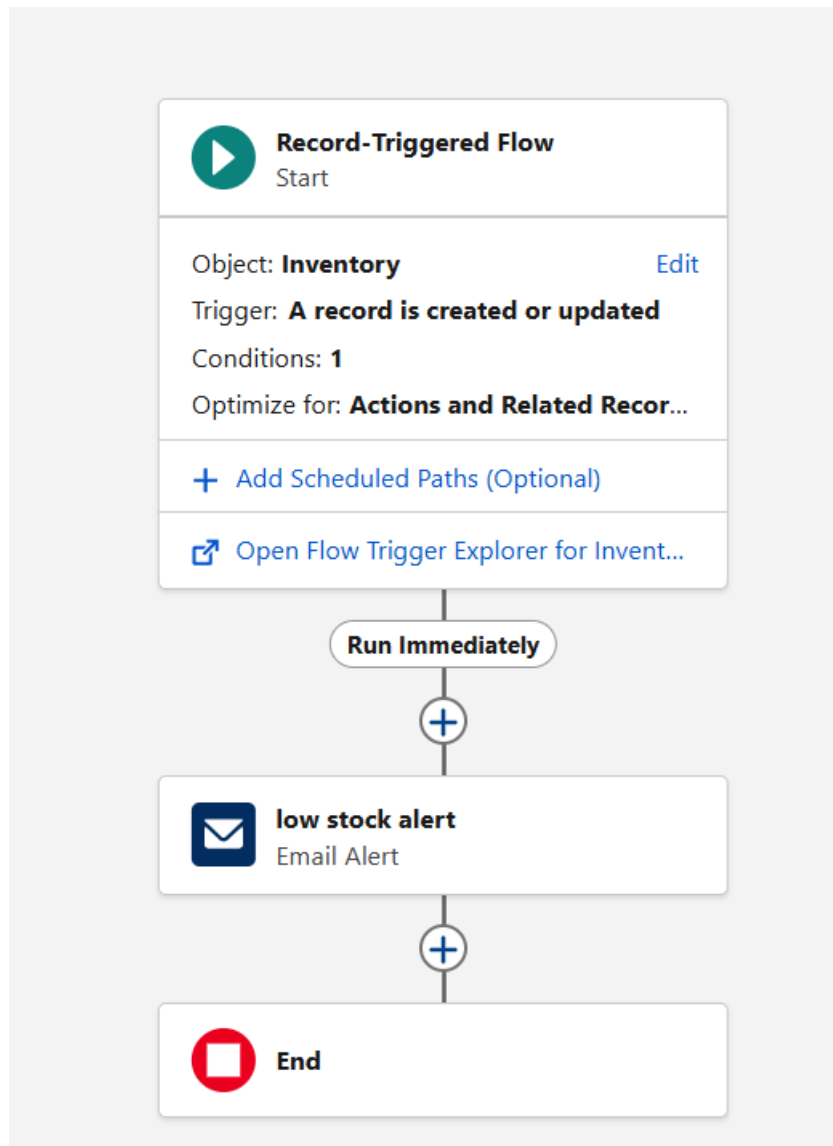
- **Loyalty Status Update (Scheduled Flow)** – This **Scheduled Flow** runs daily at midnight to check customer total purchases. It automatically sends a Loyalty Program Email to notify customers once they have met a defined spending milestone.



- **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

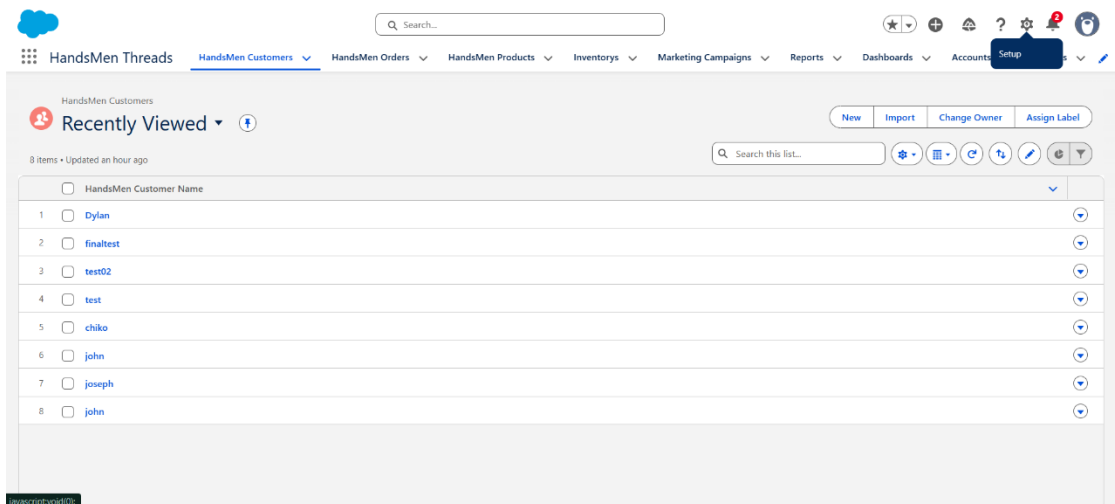


Figure 1: HandsMen Threads Application

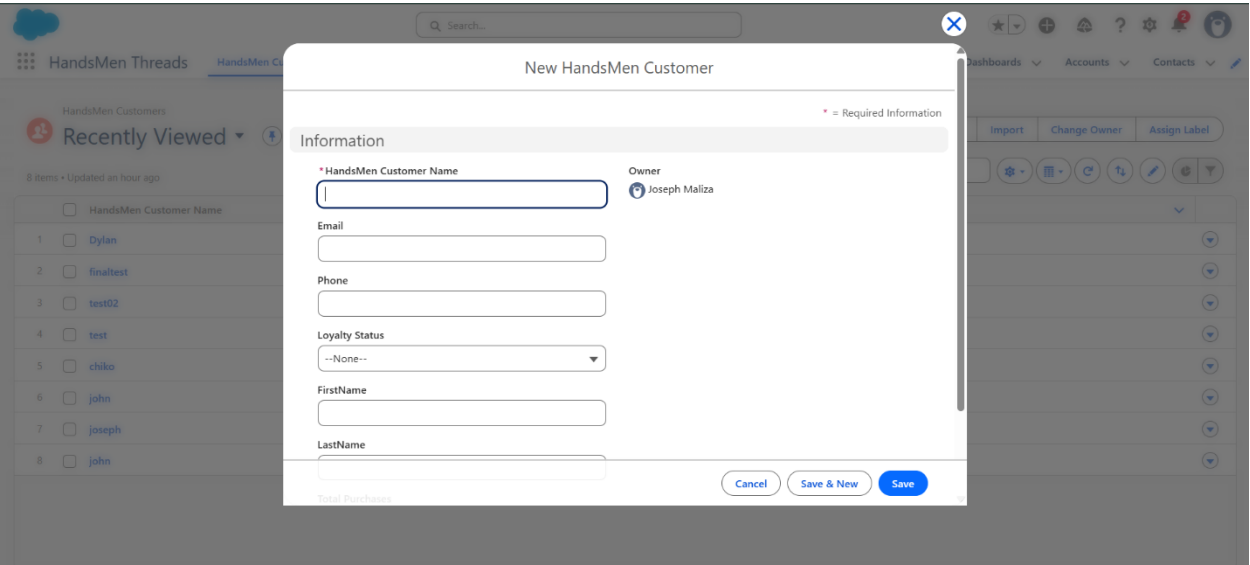


Figure 2: Creating a New Customer Record (HandsMen Customer)

The screenshot shows the 'HandsMen Threads' application interface. The top navigation bar includes a search bar and various menu items: HandsMen Customers, HandsMen Orders, HandsMen Products, Inventories, Marketing Campaigns, Reports, Dashboards, Accounts, and Contacts. The main content area displays the 'HandsMen Customer' record for 'Dylan'. The record is organized into two tabs: 'Related' and 'Details'. The 'Details' tab is active, showing a list of customer information fields with edit icons. The fields include: HandsMen Customer Name (Dylan), Email (josephmalizagershin@gmail.com), Phone (09999998999), Loyalty Status (Gold), First Name (Dylan), Last Name (Osborn), Full Name (Dylan Osborn), Total Purchases (1,000), and Created By (Joseph Maliza). The record was last modified on 11/27/2025 at 6:57 AM. Action buttons for 'New Contact', 'Edit', and 'New Opportunity' are visible in the top right corner.

Field	Value
HandsMen Customer Name	Dylan
Email	josephmalizagershin@gmail.com
Phone	09999998999
Loyalty Status	Gold
First Name	Dylan
Last Name	Osborn
Full Name	Dylan Osborn
Total Purchases	1,000
Created By	Joseph Maliza
Last Modified By	Joseph Maliza
Last Modified	11/27/2025 6:57 AM

Figure 3: Customer Record Detail Page

The screenshot shows the 'New HandsMen Product' modal form. The form is titled 'New HandsMen Product' and includes a close button (X) in the top right corner. It contains a section for 'Information' with the following fields: HandsMen Product Name (required), SKU, Price, and Stock Quantity. The 'Owner' field is set to 'Joseph Maliza'. At the bottom of the form are three buttons: 'Cancel', 'Save & New', and 'Save'. A legend indicates that an asterisk (*) denotes required information.

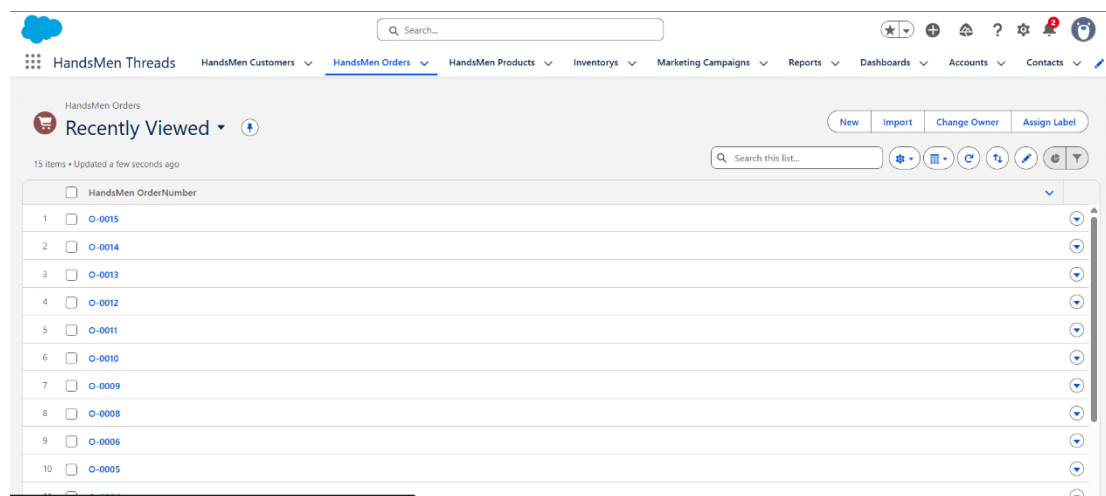
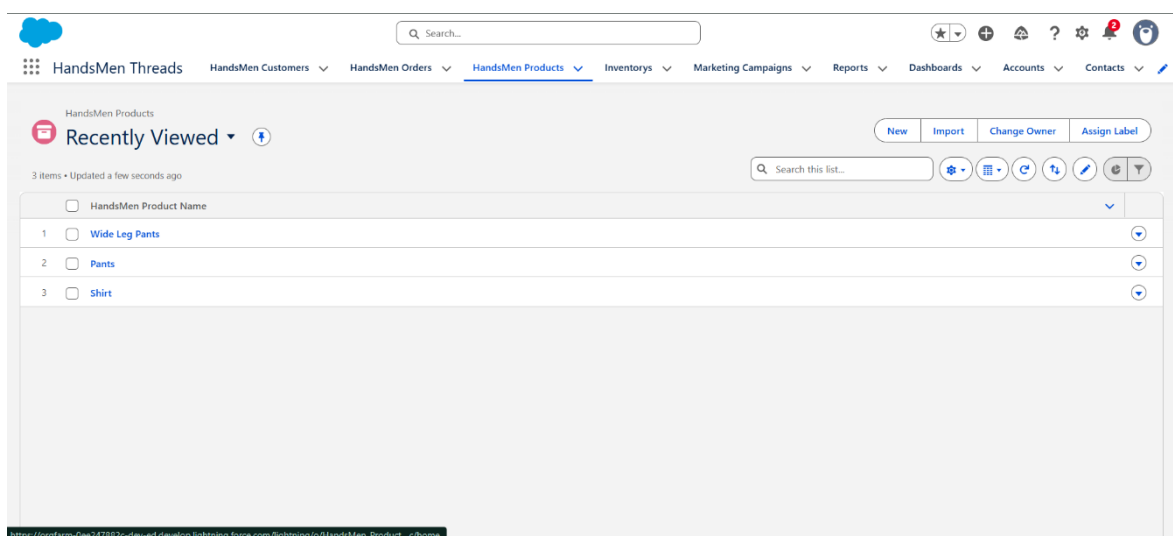
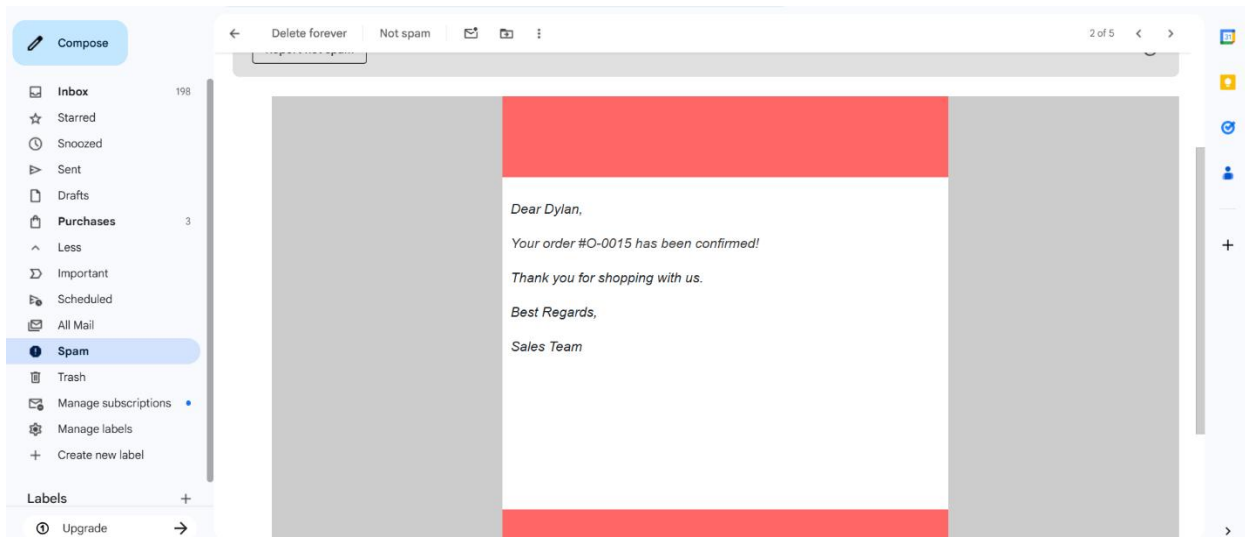
Field	Value
HandsMen Product Name	
SKU	
Price	
Stock Quantity	
Owner	Joseph Maliza


Figure 4: Creating a New Product Record

The screenshot shows the 'New HandsMen Order' modal form. The form is titled 'New HandsMen Order' and includes a close button (X) in the top right corner. It contains a section for 'Information' with the following fields: HandsMen OrderNumber, HandsMen Product (searchable), HandsMen Customer (searchable), Status (dropdown menu), Quantity, and Total Amount. The 'Owner' field is set to 'Joseph Maliza'. At the bottom of the form are three buttons: 'Cancel', 'Save & New', and 'Save'. A legend indicates that an asterisk (*) denotes required information.

Field	Value
HandsMen OrderNumber	
HandsMen Product	Search HandsMen Products...
HandsMen Customer	Search HandsMen Customers...
Status	--None--
Quantity	
Total Amount	
Owner	Joseph Maliza


Figure 5: Creating a New Order Record





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[HandsMen Threads](#)
[HandsMen Customers](#)
[HandsMen Orders](#)
[HandsMen Products](#)
[Inventories](#)
[Marketing Campaigns](#)
[Reports](#)
[Dashboards](#)
[Accounts](#)
[Contacts](#)




HandsMen Order
O-0015

[New Contact](#)
[Edit](#)
[New Opportunity](#)

Related
Details


HandsMen OrderNumber	O-0015	Owner	Joseph Maliza
HandsMen Product	Wide Leg Pants		
HandsMen Customer	Dylan		
Status	Confirmed		
Quantity	10		
Total Amount	100		
Customer Email	josephmalizagenshin@gmail.com		
Created By	Joseph Maliza · 11/27/2025, 5:40 AM	Last Modified By	Joseph Maliza · 11/27/2025, 5:43 AM

Figure 9: Order Record Detail Page



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⚙️
🔔
👤

[HandsMen Threads](#)
[HandsMen Customers](#)
[HandsMen Orders](#)
[HandsMen Products](#)
[Inventories](#)
[Marketing Campaigns](#)
[Reports](#)
[Dashboards](#)
[Accounts](#)
[Contacts](#)



HandsMen Inventory
I -0003

[New Contact](#)
[Edit](#)
[New Opportunity](#)

Related
Details

Inventory Number	I -0003	
HandsMen Product	Wide Leg Pants	
Stock Quantity	1	
Stock Status	Low Stock	
Warehouse	LIEF STORAGE	
Created By	Joseph Maliza · 11/27/2025, 5:38 AM	Last Modified By
		Joseph Maliza · 11/27/2025, 5:53 AM

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.