

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

ABSTRACT

This project shows the development of a customized Salesforce CRM system for HandsMen Threads, a premium men's fashion and tailoring brand. The system helps improve important business tasks such as sales, inventory tracking, and marketing. It includes five custom objects and uses automation tools like Record-Triggered Flows, Scheduled Flows, Email Alerts, and Apex to make work faster and easier.

To keep information accurate and secure, validation rules and role-based security were added. By bringing all these features together in one platform, the system helps HandsMen Threads better connect with customers, reduce manual work, and manage inventory more efficiently. Overall, the CRM provides a strong and scalable foundation for future growth while giving customers a smoother and more personalized experience.

OBJECTIVES:

- Build a centralized Salesforce CRM that organizes all customer, order, inventory, and marketing data in one platform for HandsMen Threads.
- Automate key business processes using Flows, Email Alerts, and Apex to reduce manual work and increase efficiency.
- Improve customer engagement through automated and personalized messages like order updates, loyalty reminders, and targeted marketing campaigns.
- Ensure accurate and secure data by applying validation rules, record-level security, and role-based access for all teams.
- Create a scalable CRM setup that supports future business growth and helps HandsMen Threads reach more customers.
- Strengthen inventory management with low-stock alerts and scheduled updates to maintain proper stock levels.
- Provide better visibility of business performance through organized data, dashboards, and reports that help the team make informed decisions.

TECHNOLOGY DESCRIPTION

This project uses Salesforce, a cloud-based CRM platform, to create an integrated business system for HandsMen Threads. Salesforce offers a flexible and scalable environment where custom objects, automated workflows, and secure data structures can be built without needing physical servers. The system uses key Salesforce features such as Record-Triggered Flows, Scheduled Flows, Email Alerts, Validation Rules, Reports, Dashboards, and Apex to automate tasks, send real-time updates, and customize processes based on the brand's needs.

Apex, Salesforce's programming language, is used for special functions like batch stock updates and automated record processing. Role-based security in Salesforce helps protect sensitive data by controlling who can access certain information. Because Salesforce is cloud-based, authorized users can use the system anytime and from any device. Together, these tools improve efficiency, keep data accurate, and provide a smoother and more personalized experience for the customers of HandsMen Threads.

DETAILED EXECUTION OF THE PROJECT PHASES

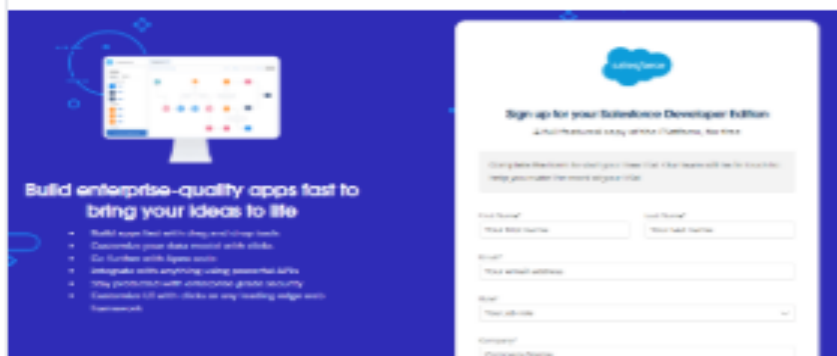
1. Developer org setup:

Creating a developer org in salesforce - <https://developer.salesforce.com/signup>

Creating Developer Account

Creating a developer org in salesforce.

1. Go to <https://developer.salesforce.com/signup>
2. On the sign up form, enter the following details :



1. First name & Last name
2. Email
3. Role : Developer
4. Company : College Name
5. Country : India
6. Postal Code : pin code
7. Username : should be a combination of your name and company

This need not be an actual email id, you can give anything in the format : username@organization.com

2. Object creation:

Data Management - Objects

Object - HandsMen Customer

Object - HandsMen Product

Object - HandsMen Order

Object - Inventory

Object - Marketing Campaign

3. Data management and lookup relationship

Data Management - Fields

Field - Email

Field - Phone

Field - Loyalty Status

Create Lookup Relationship

Formula Fields

Create Remaining fields for the objects

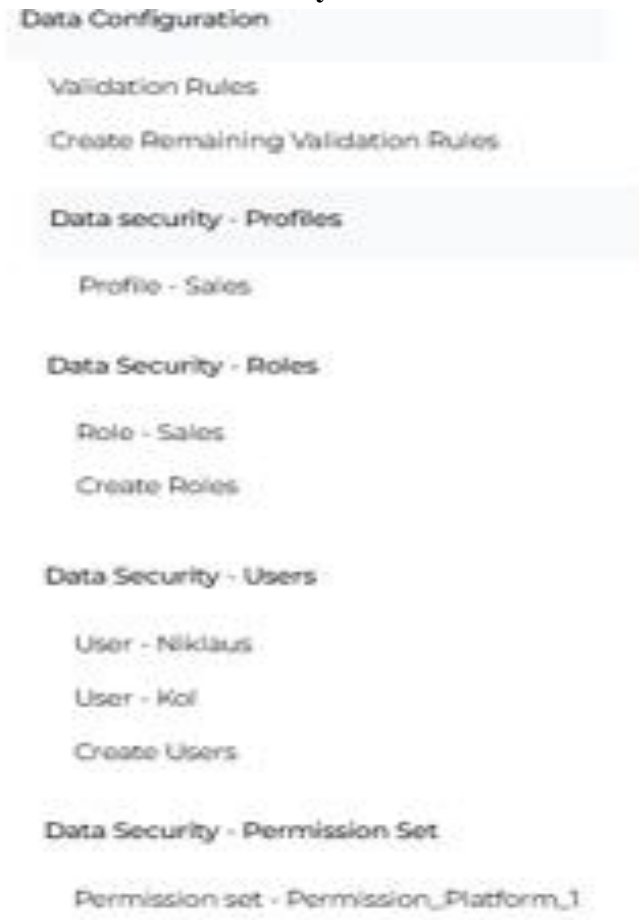
4. Creating Validation rules

Data Configuration

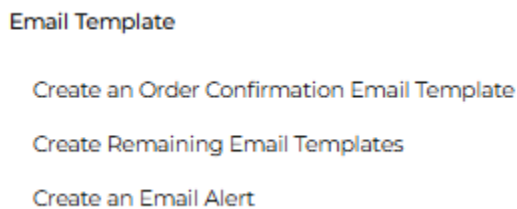
Validation Rules

Create Remaining Validation Rules

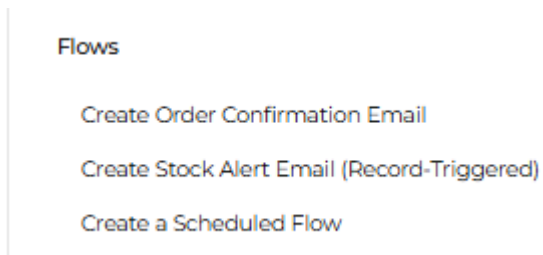
5. Creating data configuration, Data Security- Profiles, Data Security- Roles, DataSecurity- Users and Data Security- Permission set



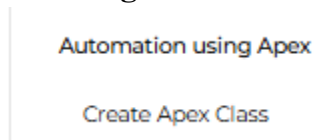
6. Creating Email Template Email Template



7. Creating Flows




8. Creating automation using Apex



CREATED COMPONENTS

HandsMen Customer



Q Search...

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🔔²

👤

HandsMen Threads

HandsMen Customer

HandsMen Orders

HandsMen Products

Inventorys

Marketing Campaigns

Reports

Dashboards

HandsMen Customer

Recently Viewed

NewImportChange OwnerAssign Label

2 items • Updated a few seconds ago

Q Search this list...

⚙️

📄

🔄

↺

✎

🗑️

🔍

<input type="checkbox"/>	HandsMen Customer Name	
1 <input type="checkbox"/>	kise	⌵
2 <input type="checkbox"/>	john	⌵

New HandsMen Customer

* = Required Information

Information

* HandsMen Customer Name

Owner

👤 glendo camarines

Email

Phone

Loyalty Status

--None--

FirstName

LastName

Cancel

Save & New

Save

HandsMen Orders

HandsMen Threads

HandsMen Customer

HandsMen Orders

HandsMen Products

Inventorys

Marketing Campaigns

Reports

Dashboards

HandsMen Orders

Recently Viewed

NewImportChange OwnerAssign Label

4 items • Updated a few seconds ago

Search this list...

HandsMen Order Number

10-0004

20-0003

30-0002

40-0001

New HandsMen Order

* = Required Information

Information

HandsMen Order Number

Owner

glendo camarines

HandsMen Customer

Search HandsMen Customer...

Status

--None--

Quantity

Total Amount

Customer Email

CancelSave & NewSave

HandsMen Products

HandsMen Products

Recently Viewed

New

Import

Change Owner

Assign Label

2 items • Updated a few seconds ago

Search this list...

<input type="checkbox"/>	HandsMen Product Name	
1	<input type="checkbox"/> T-shirt cloth	
2	<input type="checkbox"/> loki	


New HandsMen Product

* = Required Information

Information

* HandsMen Product Name

Owner

 glendo camarines

Order

SKU

Price

Stock Quantity

Cancel

Save & New

Save

Inventorys

HandsMen Threads

HandsMen Customer

HandsMen Orders

HandsMen Products

Inventorys

Marketing Campaigns

Reports

Dashboards

Inventorys

Recently Viewed

New

Import

Assign Label

2 items • Updated a few seconds ago

Search this list...

	<div><div></div>Inventory Number</div>	
1	<div><div></div>I -0001</div>	<div></div>
2	<div><div></div>I -0002</div>	<div></div>

New Inventory

* = Required Information

Information

Inventory Number

* HandsMen Product

Search HandsMen Products...

Stock Quantity

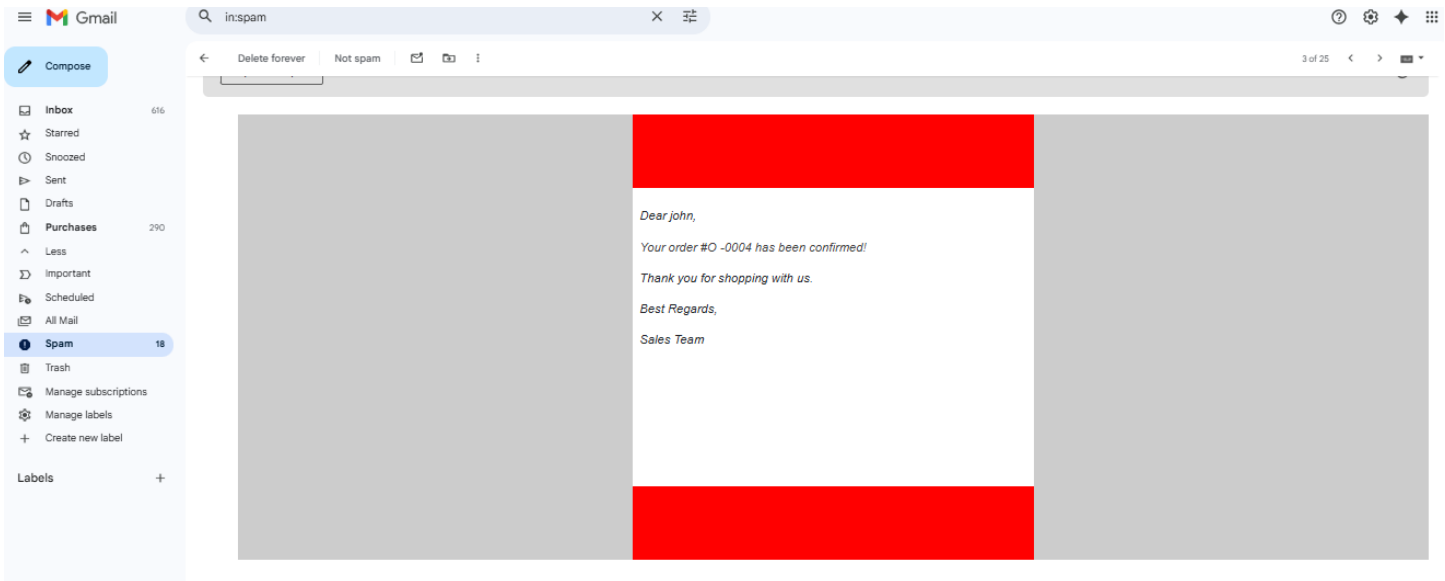
Warehouse

Cancel

Save & New

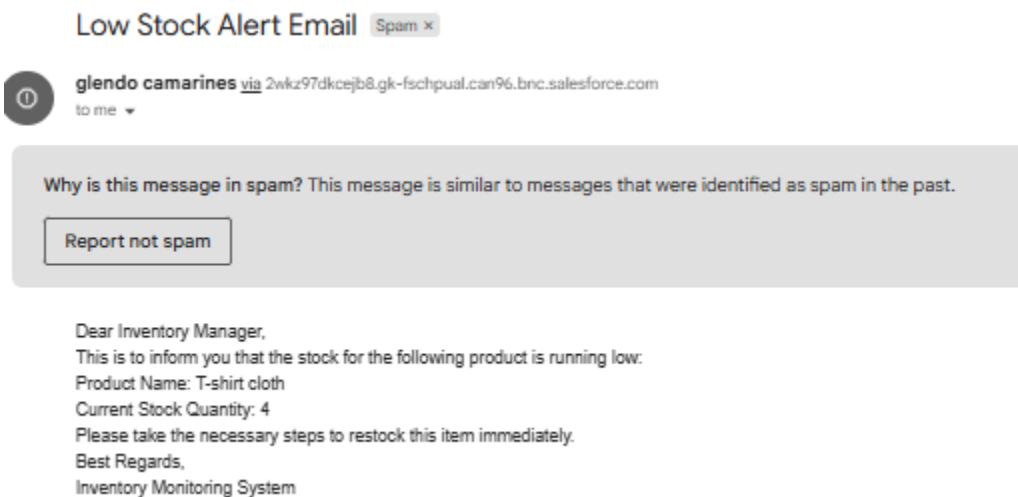
Save

Order Confirmation



*Check your spam folder in your email because it always goes there before reaching your inbox.

Stock Alert



*Check your spam folder in your email because it always goes there before reaching your inbox.

CONCLUSION

The creation of the Salesforce CRM system for HandsMen Threads highlights how cloud-based solutions can transform and simplify daily business operations in the men's fashion sector. By building custom objects, setting up automated processes, and applying strong data-management controls, the project successfully connected the company's sales, inventory, and marketing activities into one streamlined system. This allows the business to monitor customer interactions, oversee orders, manage stock levels, and run marketing efforts with improved accuracy and efficiency.

Features such as automated order updates, inventory alerts, and scheduled record processing help reduce repetitive manual work, giving the team more time to focus on customer satisfaction and strategic growth. Because Salesforce is highly scalable, the system can continue to evolve and support future expansion while maintaining strong security and dependable performance. Overall, this project demonstrates that using CRM technology effectively can boost business productivity, enhance customer experience, and strengthen the long-term success of a modern fashion brand like HandsMen Threads.