HandsMen Threads – Salesforce Capstone Project Documentation

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

Platform: Salesforce CRM

Type: SmartBridge Capstone Implementation Project

Project Overview

HandsMen Threads is a premium men's fashion brand aiming to streamline customer management, order processing, product tracking, and inventory operations using Salesforce CRM. The project focuses on building a scalable data model, ensuring high data quality, automating business processes, improving stock visibility, and enhancing customer loyalty.

Project Objectives

The primary objective of the project is to modernize business operations by centralizing customer data, ensuring data integrity, implementing automation, enhancing loyalty monitoring, enabling stock alerts, and providing management insights via dashboards.

PHASE 1 — Requirement Analysis & Planning

This phase involved understanding business needs, defining scope, designing the data and security model, stakeholder mapping, and project roadmap planning.

Data Model Summary

Custom Objects Created:

• HandsMen Customer

• HandsMen Order

• HandsMen Product

• Inventory

• Marketing Campaign

PHASE 2 — Salesforce Development (Backend & Configurations)

Key backend components include object creation, field configuration, DevOps workflow setup, and automation development through Flows, Workflow Rules, Validation Rules, Apex Triggers, Apex classes, and Batch Apex.

Automation Summary

• Order Confirmation Flow – Sends email upon order confirmation

• Stock Alert Flow – Notifies warehouse when stock < 5

• Loyalty Status Flow – Scheduled daily updates

• Apex Trigger – Adjusts inventory after order creation

• Batch Apex – Processes bulk orders nightly

PHASE 3 — UI/UX Development

Configured Lightning App, Tabs, Page Layouts, Dynamic Forms, Lightning Pages, and created dashboards and reports to support business teams.

PHASE 4 — Data Migration, Testing & Security

Data was imported using Data Import Wizard and Data Loader. Security setup included Profiles, Roles, Permission Sets, Sharing Rules, and Field History Tracking.

Testing covered order creation, email automation, inventory updates, loyalty computation, Apex trigger execution, and batch processing.

PHASE 5 — Deployment, Documentation & Maintenance

Deployment was executed using Change Sets. Maintenance involves continuous monitoring, debugging, and updating system components as needed.

Conclusion

The Salesforce CRM implementation at HandsMen Threads successfully automated key business processes, enhanced customer engagement, improved inventory visibility, and set up a scalable architecture for future expansion.

Future Enhancements

- Chatbot integration
- AI-driven recommendations
- Customer portal
- Return/refund automation
- POS system integration