

HANDSMEN THREADS

**Elevating the Art of
Sophistication in Men's
Fashion**

ABSTRACT

In today's digitally driven and fashion-forward world, there is a growing demand for premium, personalized, and sophisticated men's fashion. HandsMen Threads is a modern web-based solution aimed at redefining the shopping experience for men by combining elegance with convenience. The project offers a stylish, intuitive platform where users can explore curated fashion collections, place orders, and engage with loyalty programs — all supported by robust backend systems such as inventory management and CRM integration.

HandsMen Threads is a sophisticated men's fashion platform built on Salesforce Developer Edition, designed to revolutionize the digital shopping experience. The project leverages Salesforce's robust CRM capabilities to create a seamless, automated, and personalized environment for both customers and administrators. Key features include real-time inventory management, automated order processing, personalized marketing campaigns, and a loyalty program. By integrating custom objects, Lightning Web Components (LWC), and declarative automation with Flows, the platform ensures operational efficiency, enhanced customer engagement, and scalable growth. HandsMen Threads stands as a blueprint for modern fashion retail, blending elegance in design with cutting-edge technology.

This project bridges the gap between fashion and technology, employing tools like Salesforce for order flow automation, real-time inventory alerts, and campaign management. Through dynamic user interfaces and seamless backend integration, the system ensures that customer satisfaction, operational efficiency, and brand growth are achieved simultaneously. With features like low stock notifications, personalized style recommendations, and a marketing engine powered by data, HandsMen Threads aims to elevate the art of sophistication in men's fashion to a new digital standard.

INTRODUCTION

In recent years, the fashion industry has experienced a digital revolution, with e-commerce and personalized experiences becoming the cornerstone of success. While women's fashion has long been the primary focus in retail, there is a rising demand for platforms that cater exclusively to men with refined tastes. HandsMen Threads was conceptualized to fill this gap by offering a dedicated digital space for sophisticated men's fashion, supported by modern technologies and a seamless user experience.

In the rapidly evolving fashion industry, there is a growing demand for platforms that cater specifically to men seeking premium, personalized experiences. HandsMen Threads addresses this gap by offering a dedicated digital space for sophisticated men's fashion. The project is not merely an online store but a comprehensive fashion technology platform that integrates inventory management, CRM, marketing automation, and customer loyalty systems—all powered by Salesforce.

This project is not just an online clothing store—it's a complete fashion technology platform that includes inventory management, CRM tools, personalized marketing campaigns, loyalty systems, and order tracking powered by Salesforce automation.

Key Highlights of the Project:

1. Custom Objects & Data Model:

- **Created custom objects:** HandsMen Customer, HandsMen Product, HandsMen Order, Inventory, and Marketing Campaign.
- Designed with appropriate fields and relationships to model the business domain.

2. Automation Flows:

- **Order Confirmation Flow:** Automatically sends email confirmations upon order placement.
- **Low Stock Alert Flow:** Triggers notifications when inventory falls below a threshold (e.g., 10 units).
- **Loyalty Program Flow:** Awards points based on purchase value and updates customer records.

3. Lightning App & UI:

- Built a branded Lightning app "HandsMen Threads" with a tailored navigation menu.
- Utilized Lightning App Builder for a drag-and-drop interface, including tabs for Orders, Products, Inventory, and Reports.

4. CRM Integration:

- Managed customer relationships, order history, and marketing campaigns within Salesforce.
- Implemented validation rules to ensure data integrity (e.g., preventing orders for out-of-stock items).A niche platform specifically tailored for modern and sophisticated men.

Why This Project Matters:

The fashion needs of men are often underserved in the digital marketplace. HandsMen Threads not only brings sophistication into design but also offers smart backend systems to support business growth. With an emphasis on user experience, business automation, and product elegance, this project is a blueprint for the future of men's fashion retail.

Let me know when you're ready for the Objective section or want the full document built out for GitHub in one go.

OBJECTIVES

The primary objective of the HandsMen Threads project is to design and develop a smart, efficient, and user-friendly digital platform that transforms the way men engage with fashion online. By delivering a premium shopping experience focused on sophistication, personalization, and modern technology, the platform aims to become a go-to destination for stylish and quality-conscious male consumers. It blends elegance in design with functional technology to reflect the brand's commitment to refined fashion.

A major goal is to incorporate Salesforce CRM for seamless customer relationship management, automated workflows, and detailed sales insights. This enables the brand to track customer behavior, generate personalized campaigns, manage order flows, and improve engagement. The project also focuses on automating the order lifecycle—from product selection, cart management, and secure checkout to order confirmation, shipment tracking, and delivery notifications—ensuring a smooth user journey from start to finish.

Inventory control is another critical objective, where real-time stock updates and low stock alert systems are implemented to prevent shortages and delays. The integration of a loyalty program further enhances customer retention by offering

points, discounts, and exclusive offers based on shopping behavior and engagement history.

In addition, the project aims to implement targeted marketing campaigns that are dynamic, data-driven, and tailored to individual preferences. This includes seasonal promotions, event-based offers, and influencer collaborations. Furthermore, by ensuring platform scalability and mobile responsiveness, HandsMen Threads is designed to serve a growing customer base across devices and regions.

Lastly, the system's backend will be built with scalability and security in mind, allowing for future expansion, third-party integrations, and secure handling of personal and financial data. With a holistic focus on technology, fashion, and customer experience, this project seeks to position HandsMen Threads as a digital leader in sophisticated men's fashion.

TECHNOLOGY DEVELOPMENT

The HandsMen Threads project leverages the powerful features of the Salesforce Developer Edition to build, manage, and automate the entire lifecycle of a men's fashion business — from inventory to CRM and marketing. The following Salesforce technologies are used:

Salesforce Developer Edition:

- Free, full-featured Salesforce environment for developing and testing applications.
- Supports custom objects, Apex code, Lightning components, and automation tools.

CORE COMPONENTS:

1. Custom Objects

- Created for: Orders, Inventory, Products, Customers, MarketingCampaigns
- Allows custom data modeling beyond standard Salesforce fields.

2. Apex Programming

- Used to create custom business logic.
- Enables triggers for automatic updates (e.g., low stock alerts).

3. Lightning App Builder

- Used to design user-friendly, drag-and-drop UIs for the application.
- Lightning Pages for Orders, Products, and Campaign dashboards.

4. Salesforce Flows

- Automated workflows for tasks like order confirmation, customer notifications, and loyalty point updates.
- Visual flows reduce the need for manual logic.

5. Validation Rules

- Ensure data integrity (e.g., preventing out-of-stock orders, verifying user age for loyalty program).

6. Reports & Dashboards

- Custom reports to monitor orders, product trends, inventory status.
- Visual dashboards for quick insights by managers or sales teams.

Email Alerts & Workflow Rules

- Automated email triggers for events like order confirmation, stock alerts, and promotional campaigns.

7. Chatter & Notes

- Enables team collaboration and updates on customer orders or inventory changes.

8. Salesforce Marketing Features (*basic edition*)

- Plan and track promotional campaigns.
- Capture leads and customer interest via forms.
- Used to bulk import product data, customer information, and inventory items.

EXECUTION OF THE PROJECT:

This section outlines each phase of building and executing the HandsMen Threads project using **Salesforce Developer Edition**. The project simulates the digital backend of a men's fashion business, managing everything from product catalogs to order management and customer engagement.

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

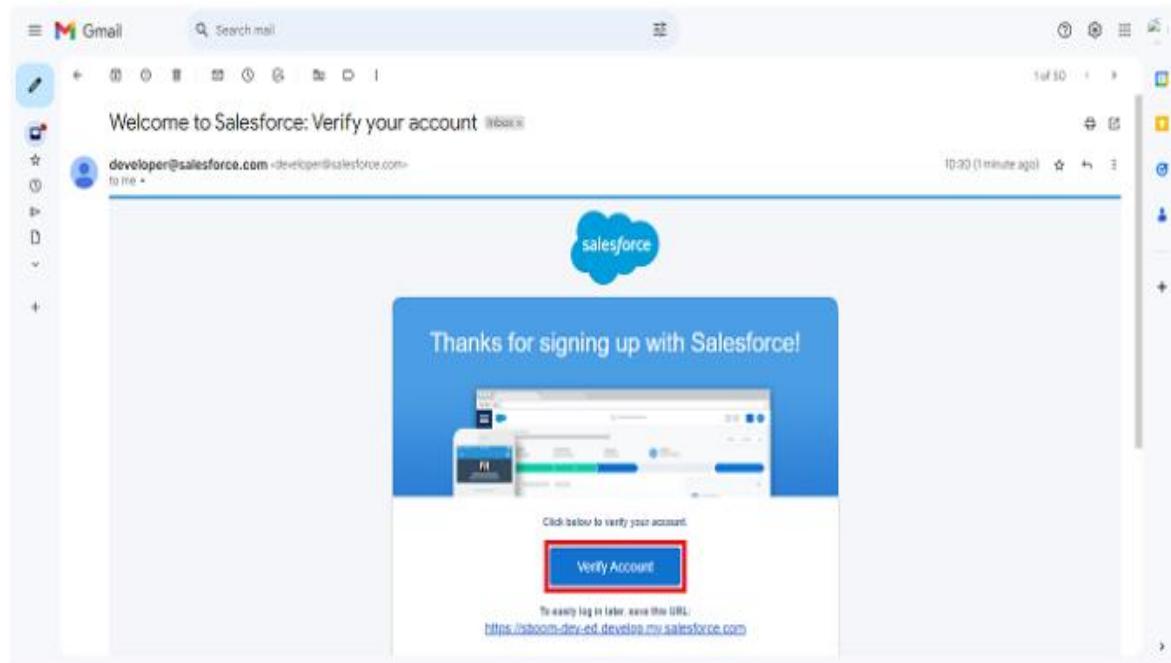
7)Username : should be a combination of your name and company

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

Click on sign me up after filling these.

Account Activation:

1) Go to the inbox of the email that you used while signing up. Click on the verify account to activate your account. The email may take 5-10mins.

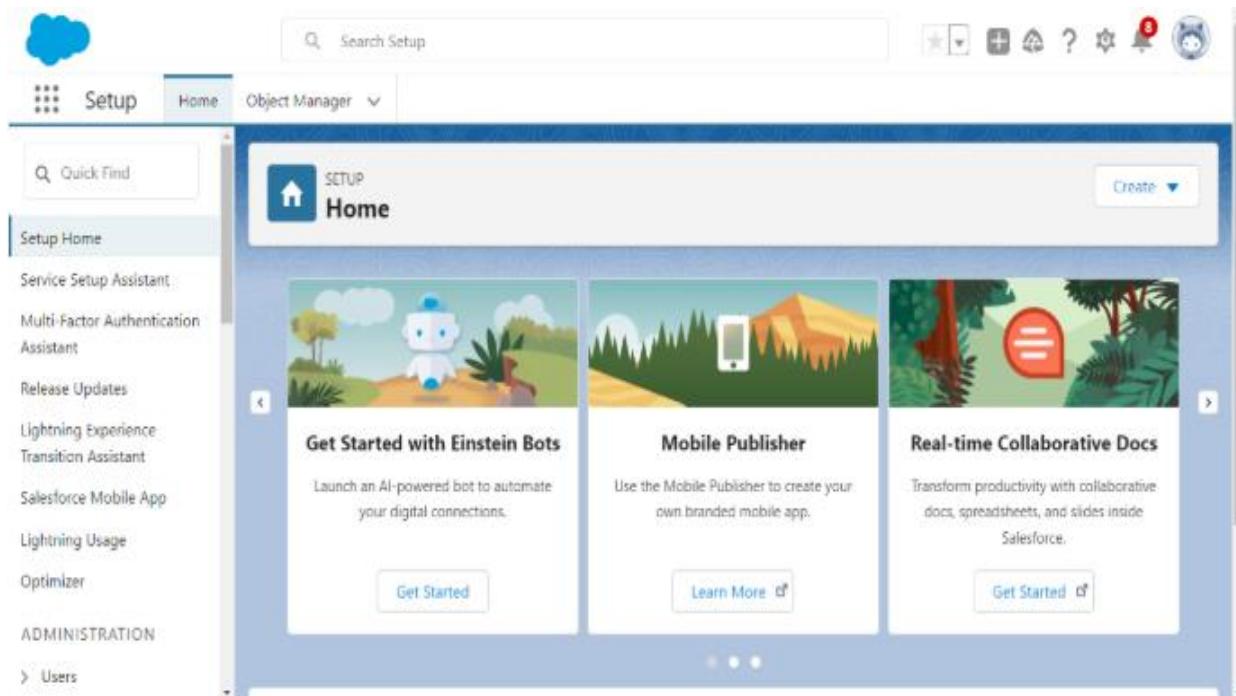


2) Click on Verify Account

3) Give a password and answer a security question and click on change password.

A screenshot of a "Change Your Password" page. The title is "Change Your Password". It instructs the user to "Enter a new password for lead@sb.com. Make sure to include at least:" followed by three requirements: "8 characters", "1 letter", and "1 number", each with a green checkmark. Below this is a section for "New Password" with a red border around the input field containing "*****". Next is "Confirm New Password" with a red border around the input field containing "*****". Then is "Security Question" with a dropdown menu showing "In what city were you born?". Finally is "Answer" with a red border around the input field containing "asdfghjk". At the bottom is a large blue "Change Password" button with a red border.

4) Then you will redirect to your salesforce setup page.



To Navigate to Setup page:

Click on gear icon → click setup.

Activity 1: Create HandsMen Customer Object:

To create an object:

1) From the setup page → Click on Object Manager → Click on Create → Click on Custom Object.

The screenshot shows the Salesforce Setup interface. At the top, there's a navigation bar with tabs like 'Setup', 'Home', and 'Object Manager'. The 'Object Manager' tab is highlighted with a blue box and has a large black arrow pointing to it from the left. In the top right corner, there's a toolbar with various icons. One icon, which looks like a person, is circled with a black oval and has a large black arrow pointing to it from the right. Below the toolbar, the main content area is titled 'Object Manager' and shows a list of objects. On the right side of this list, there's a 'Create' button and a 'Custom Object' button, which is also circled with a black oval.

1) Enter the label name → HandsMen Customer

2) Plural label name → HandsMen Customer

3) Enter Record Name Label and Format

- Record Name → HandsMen Customer Name
- Data Type → Text

The screenshot shows the 'New Custom Object' setup page. At the top, it says 'SETUP New Custom Object'. Below that, there's a 'Custom Object Definition Edit' section with 'Save', 'Save & New', and 'Cancel' buttons. The first section is 'Custom Object Information', which asks for the singular and plural labels. The 'Label' field and the 'Plural Label' field are both highlighted with red boxes. To the right of each field is an example: 'Example: Account' for the label and 'Example: Accounts' for the plural label. There's also a checkbox 'Starts with vowel sound' which is unchecked. The next section is 'The Object Name is used when referencing the object in the ADI', which includes fields for 'Object Name' and 'Description', both of which are highlighted with red boxes. Below that is a 'Context-Sensitive Help Setting' section with two radio buttons: 'Open the standard Salesforce.com Help & Training window' (which is selected) and 'Open a window using a Visualforce page'. There's also a 'Content Name' dropdown set to '-None-' with a red box around it. The final section is 'Enter Record Name Label and Format', which describes how the record name appears in various places. It has fields for 'Record Name' and 'Data Type', both of which are highlighted with red boxes. A warning message at the bottom of this section says: 'Warning: If you plan to insert a high volume of records in this object, via the API for example, use the Text data type.'

Custom Object Definition Edit

Custom Object Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label	Example: Account
Plural Label	Example: Accounts
Starts with vowel sound	<input type="checkbox"/>

The Object Name is used when referencing the object via the API.

Object Name	Example: Account
Description	

Context-Sensitive Help Setting

<input checked="" type="radio"/> Open the standard Salesforce.com Help & Training window
<input type="radio"/> Open a window using a Visualforce page

Content Name

Enter Record Name Label and Format

The Record Name appears in page layouts, key lists, related lists, lookups, and search results. For example, the Record Name for Account is "Account Name" and for Case it is "Case Number". Note that the Record Name field

Record Name	Example: Account Name
Data Type	Text

Warning: If you plan to insert a high volume of records in this object, via the API for example, use the Text data type.

2) Click on Allow reports,

3) Allow search → Save.

CREATING THE CUSTOM OBJECTS:

HandsMen Product Object:

To create an object:

1) From the setup page → Click on Object Manager → Click on Create → Click on Custom Object.

2) Enter the label name → HandsMen Product

3) Plural label name → HandsMen Products

4) Enter Record Name Label and Format

- Record Name → HandsMen Product Name
- Data Type → Text

5) Click on Allow reports,

Allow search → Save

HandsMen Order Object:

To create an object:

1)From the setup page → Click on Object Manager → Click on Create → Click on Custom Object.

- Enter the label name→ HandsMen Order
- Plural label name→ HandsMen Orders
- Enter Record Name Label and Format
 - Record Name → HandsMen OrderNumber
 - Data Type → Auto Number
 - Display Format → O-{0000}
 - Starting Number → 001

2)Click on Allow reports,

Allow search → **Save**

Inventory Object:

To create an object:

1)From the setup page → Click on Object Manager → Click on Create → Click on Custom Object.

- Enter the label name→ Inventory
- Plural label name→ Inventories
- Enter Record Name Label and Format
 - Record Name → Inventory Number
 - Data Type → Auto Number
 - Display Format → I -{0000}
 - Starting Number → 001

2)Click on Allow reports,

Allow search → **Save**

Marketing Campaign Object:

To create an object:

1)From the setup page → Click on Object Manager → Click on Create → Click on Custom Object.

2) Enter the label name → Marketing Campaign

3) Plural label name → Marketing Campaigns

4) Enter Record Name Label and Format

- Record Name → Marketing Campaign Number
- Data Type → Auto Number
- Display Format → MC - {0000}
- Starting Number → 001

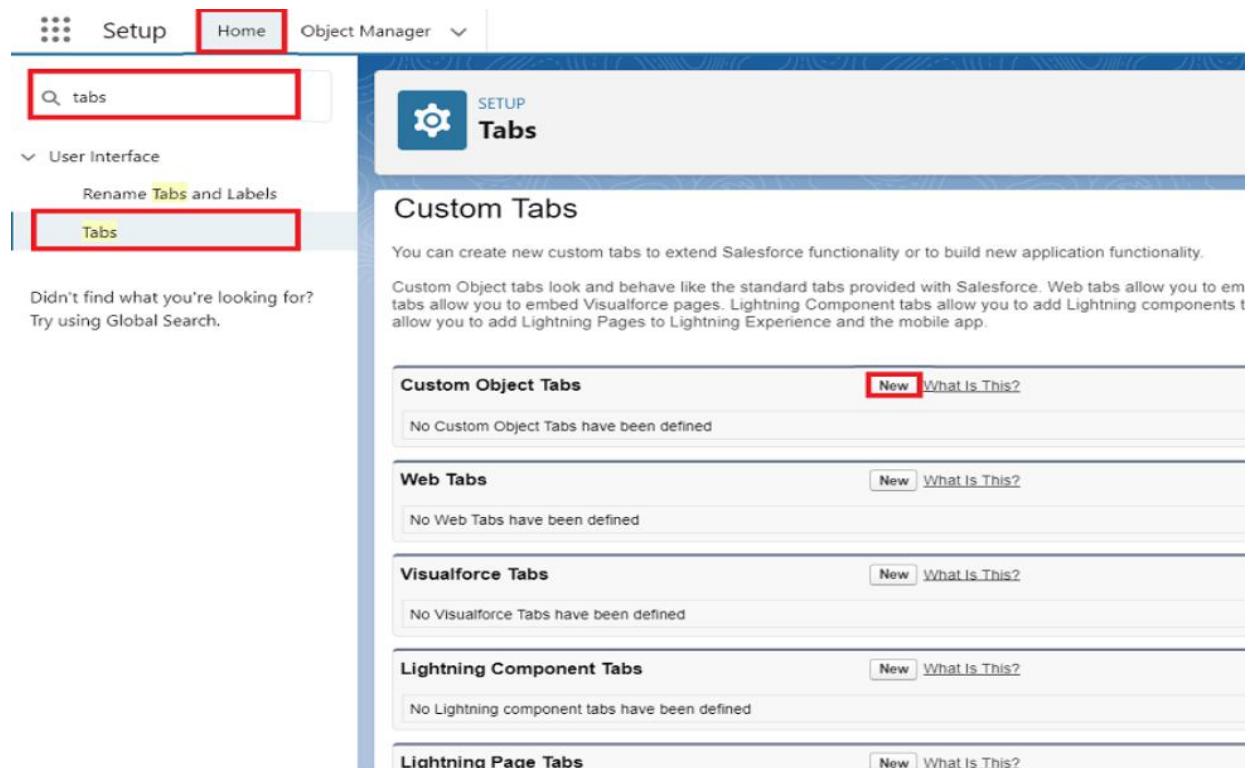
5) Click on Allow reports,

Allow search → **Save**

Creating a Custom Object Tab(HandsMen Customer):

To create a Tab (HandsMen Customer) :

1) Go to setup page → type Tabs in Quick Find bar → click on tabs → New (under custom object tab)



2) Select Object(HandsMen Customer) → Select any tab style → Next (Add to profiles page) keep it as default → Next (Add to Custom App) keep it as default → Save.

New Custom Object Tab

Step 1. Enter the Details

Choose the custom object for this new custom tab. Fill in other details.

New Custom Object Tab

Select an existing custom object or [create a new custom object now](#).

Object: **-None-**

Tab Style: **-None-**

(Optional) Choose a Home Page Custom Link to show as a splash page the first time your users click on this tab.

Splash Page Custom Link: **-None-**

Description:

Enter a short description.

Next Step

Create a Lightning App:

To create a lightning app page:

App Manager | Salesforce

Setup Home Object Manager

app manager

Lightning Experience App Manager

New Lightning App

Clone (Pop-in Beta)

Enable App Cloning

App Name	Developer Name	Description	Last Modified	App Type
Alt Tab	arifidat	Built CRM Analytics dashboards and apps	04/12/2022, 10:13 am	Classic
Analytics Studio	insights	Built CRM Analytics dashboards and apps	04/12/2022, 10:13 am	Classic
App Launcher	AppLauncher	App Launcher tabs	04/12/2022, 10:13 am	Classic
Business Solutions	LightningBox	Discover and manage business solutions designed for your industry.	04/12/2022, 10:14 am	Lightning
Chatter Desktop	Chatter/Desktop	Chatter Desktop is an Adobe AIR-based desktop application that lets Chatter users stay connected to their social network from their desktop.	28/12/2022, 4:04 pm	Connected (Managed)
Chatter Mobile for BlackBerry	Chatter/Desktop, BlackBerry	The Salesforce.com Chatter Mobile app lets you access Chatter data on the go. Use it to view feed, comments, and notifications.	28/12/2022, 4:05 pm	Connected (Managed)
College Management System	Hasan	Learn app	08/12/2022, 4:18 pm	Lightning
Community	Community	Salesforce CRM Communities	04/12/2022, 10:13 am	Classic
Content	Content	Salesforce CRM Content	04/12/2022, 10:13 am	Classic
Data Manager	DataManager	Use Data Manager to view limits, monitor usage, and manage records.	04/12/2022, 10:13 am	Lightning

1)App Details and Branding:

- **App Name:** HandsMen Threads
- **Developer Name:** (*Auto-populated by Salesforce*)
- **Description:**

A modern and sophisticated men's fashion platform built using Salesforce Developer Edition. This app offers seamless order management, customer engagement, inventory tracking, and personalized marketing using Lightning Web Components and Salesforce CRM tools.

- **Image:** (Optional – You may skip it or upload a brand logo if available)
- **Primary Color Hex Value:** #00A1E0 (Keep the default, no spaces)

2) Then click Next → (App option page) keep it as default → Next → (Utility Items) keep it as default → Next.

New Lightning App

App Details & Branding

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.

App Details

App Name *

Developer Name

Description

App Branding

Image 0

Primary Color Hex Value 0

Use the app's image and color instead of the org's custom theme

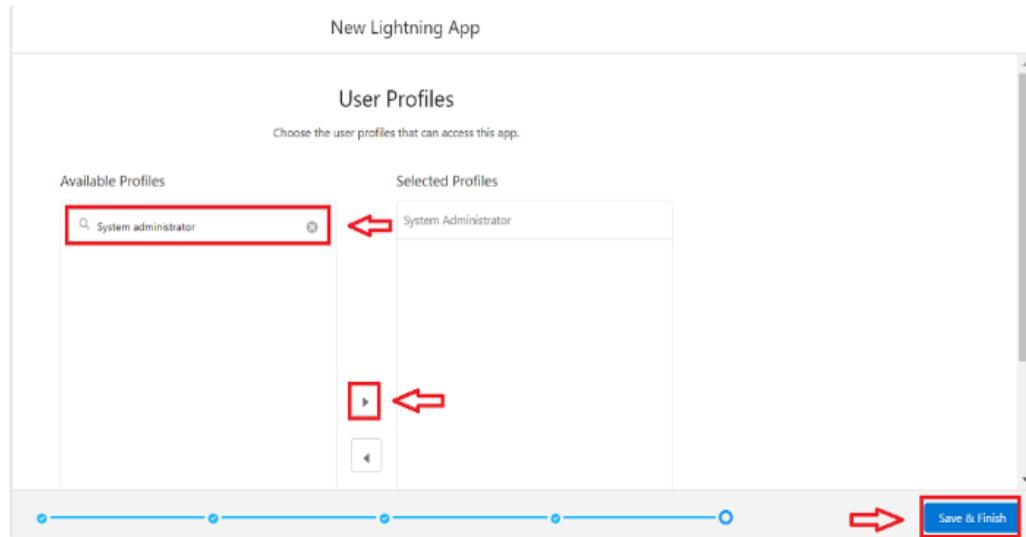
App Launcher Preview

0 - **1** - **2** - **3** - **4** - **5** - **6** - **7** - **8** - **9** - **10** - **11** - **12** - **13** - **14** - **15** - **16** - **17** - **18** - **19** - **20** - **21** - **22** - **23** - **24** - **25** - **26** - **27** - **28** - **29** - **30** - **31** - **32** - **33** - **34** - **35** - **36** - **37** - **38** - **39** - **40** - **41** - **42** - **43** - **44** - **45** - **46** - **47** - **48** - **49** - **50** - **51** - **52** - **53** - **54** - **55** - **56** - **57** - **58** - **59** - **60** - **61** - **62** - **63** - **64** - **65** - **66** - **67** - **68** - **69** - **70** - **71** - **72** - **73** - **74** - **75** - **76** - **77** - **78** - **79** - **80** - **81** - **82** - **83** - **84** - **85** - **86** - **87** - **88** - **89** - **90** - **91** - **92** - **93** - **94** - **95** - **96** - **97** - **98** - **99** - **100** - **101** - **102** - **103** - **104** - **105** - **106** - **107** - **108** - **109** - **110** - **111** - **112** - **113** - **114** - **115** - **116** - **117** - **118** - **119** - **120** - **121** - **122** - **123** - **124** - **125** - **126** - **127** - **128** - **129** - **130** - **131** - **132** - **133** - **134** - **135** - **136** - **137** - **138** - **139** - **140** - **141** - **142** - **143** - **144** - **145** - **146** - **147** - **148** - **149** - **150** - **151** - **152** - **153** - **154** - **155** - **156** - **157** - **158** - **159** - **160** - **161** - **162** - **163** - **164** - **165** - **166** - **167** - **168** - **169** - **170** - **171** - **172** - **173** - **174** - **175** - **176** - **177** - **178** - **179** - **180** - **181** - **182** - **183** - **184** - **185** - **186** - **187** - **188** - **189** - **190** - **191** - **192** - **193** - **194** - **195** - **196** - **197** - **198** - **199** - **200** - **201** - **202** - **203** - **204** - **205** - **206** - **207** - **208** - **209** - **210** - **211** - **212** - **213** - **214** - **215** - **216** - **217** - **218** - **219** - **220** - **221** - **222** - **223** - **224** - **225** - **226** - **227** - **228** - **229** - **230** - **231** - **232** - **233** - **234** - **235** - **236** - **237** - **238** - **239** - **240** - **241** - **242** - **243** - **244** - **245** - **246** - **247** - **248** - **249** - **250** - **251** - **252** - **253** - **254** - **255** - **256** - **257** - **258** - **259** - **260** - **261** - **262** - **263** - **264** - **265** - **266** - **267** - **268** - **269** - **270** - **271** - **272** - **273** - **274** - **275** - **276** - **277** - **278** - **279** - **280** - **281** - **282** - **283** - **284** - **285** - **286** - **287** - **288** - **289** - **290** - **291** - **292** - **293** - **294** - **295** - **296** - **297** - **298** - **299** - **300** - **301** - **302** - **303** - **304** - **305** - **306** - **307** - **308** - **309** - **310** - **311** - **312** - **313** - **314** - **315** - **316** - **317** - **318** - **319** - **320** - **321** - **322** - **323** - **324** - **325** - **326** - **327** - **328** - **329** - **330** - **331** - **332** - **333** - **334** - **335** - **336** - **337** - **338** - **339** - **340** - **341** - **342** - **343** - **344** - **345** - **346** - **347** - **348** - **349** - **350** - **351** - **352** - **353** - **354** - **355** - **356** - **357** - **358** - **359** - **360** - **361** - **362** - **363** - **364** - **365** - **366** - **367** - **368** - **369** - **370** - **371** - **372** - **373** - **374** - **375** - **376** - **377** - **378** - **379** - **380** - **381** - **382** - **383** - **384** - **385** - **386** - **387** - **388** - **389** - **390** - **391** - **392** - **393** - **394** - **395** - **396** - **397** - **398** - **399** - **400** - **401** - **402** - **403** - **404** - **405** - **406** - **407** - **408** - **409** - **410** - **411** - **412** - **413** - **414** - **415** - **416** - **417** - **418** - **419** - **420** - **421** - **422** - **423** - **424** - **425** - **426** - **427</**

Search the items in the search bar(HandsMen Customer, HandsMen Order, Inventory, HandsMen Product, Reports, Dashboard, Account, Contact , Marketing Campaign) from the search bar and move it using the arrow button → Next.

Note: select the custom object which we have created in the previous activity.

➤ To Add User Profiles:



Search profiles (System administrator) in the search bar → click on the arrow button → save & finish.

1. Order Confirmation Flow

Purpose:

To automatically send a confirmation email to the customer when an order is successfully placed.

Flow Type:

Record-Triggered Flow

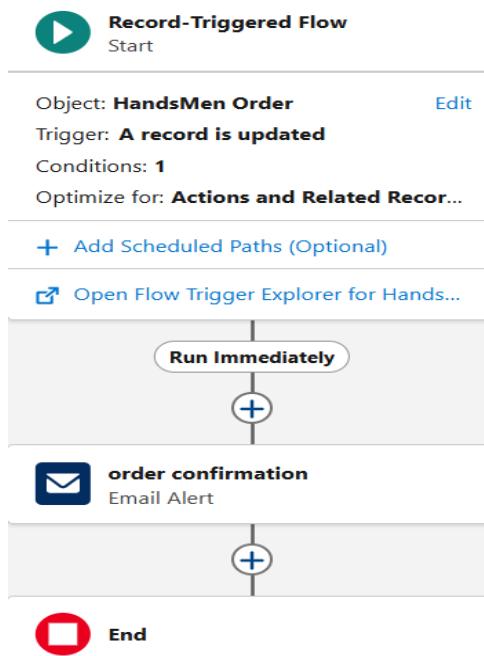
Trigger:

When a new **Order** record is created in the system.

Flow Steps:

- **Start:** Trigger when an Order record is created.
- **Get Records:** Retrieve the customer's email and order details.

- **Send Email:** Use an Email Alert or Send Email action to notify the customer with order summary, delivery date, and contact info.
- **End:** Confirmation logged in the system.



2. Low Stock Alert Flow

Purpose:

To automatically alert inventory or sales staff when the stock for a product goes below a critical threshold (e.g., less than 10 units).

Flow Type:

Scheduled Flow or Record-Triggered Flow

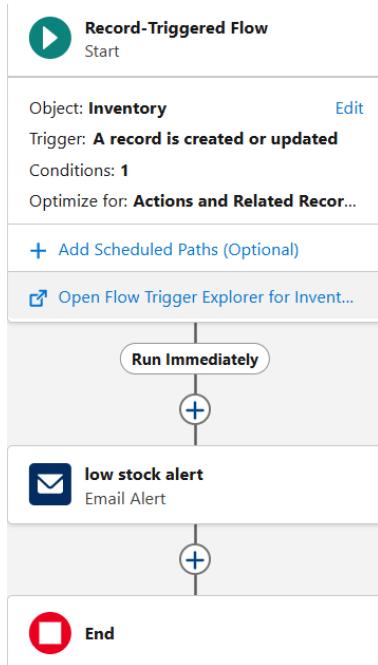
Trigger:

When a Product Inventory record is updated and quantity is below the defined limit.

Flow Steps:

- **Start:** Trigger on update of Product or Inventory object.
- **Decision Element:** Check if Quantity < 10.
- **Send Notification:** Send an email or Slack alert to inventory team.
- **Update Field (optional):** Update stock status to Low.

- **End:** Alert tracked for future audit.



3. Loyalty Program Flow

Purpose:

To reward customers with loyalty points after a successful purchase, encouraging repeat business.

Flow Type:

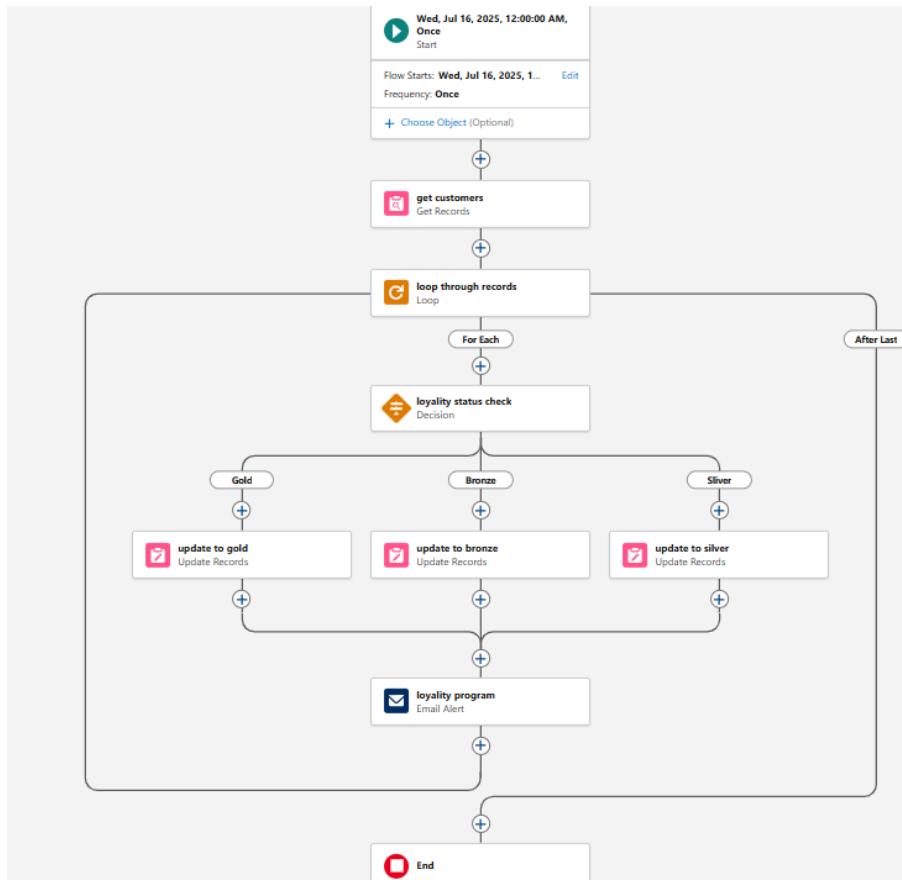
Record-Triggered Flow

Trigger:

When a new Order record is created and marked as Completed.

Flow Steps:

- **Start:** Trigger on Order creation or update.
- **Get Records:** Retrieve the customer profile.
- **Calculate Points:** Based on order amount (e.g., ₹1 = 1 point).
- **Update Records:** Add earned points to the customer's loyalty score.
- **Optional Email:** Notify customer of updated loyalty points.
- **End:** Points added successfully.



Project Explanation with Real World Example:

PROJECT EXPLANATION:

HandsMen Threads is a Salesforce-powered clothing retail management system designed specifically for a men's fashion brand. It utilizes Salesforce's Developer Edition to build a seamless customer experience and efficient business operations. The system covers key modules such as:

- Product Listings and Inventory Management
- Customer Order Handling
- Email Notifications for Order Confirmations
- Low Stock Alerts
- Loyalty Reward Program for Repeat Customers
- Custom Branded Lightning App Interface

It uses Lightning Web Components (LWC) to create interactive UI elements and Salesforce Flows to automate business processes without writing code.

The project demonstrates how a modern fashion brand can go beyond traditional retail and use cloud-based CRM to drive sales, improve customer experience, and streamline operations.

REAL-WORLD EXAMPLE :

Scenario:

Raghav is a customer browsing the latest men's fashion collection on the **HandsMen Threads** portal. He adds a designer shirt to his cart and places an order.

What Happens Behind the Scenes:

1. Order Placement:

- Raghav submits his order.
- The **Order Confirmation Flow** is triggered.
- He receives an automated **email confirmation** thanking him for the purchase and sharing order details.

2. Inventory Update:

- The system automatically deducts the purchased item from inventory.
- If the remaining stock drops below 10, the **Low Stock Flow** triggers and alerts the warehouse team to reorder.

3. Loyalty Program:

- Raghav earns loyalty points based on his order total (e.g., ₹2,000 = 2000 points).
- His profile is updated, and he is notified of his points.

4. Admin Dashboard:

- The admin logs into the **HandsMen Threads Lightning App**.
- They view real-time data on inventory, customer orders, and loyalty summaries through custom LWC dashboards.

RESULT

- **Customer Satisfaction:** Raghav is delighted by the prompt service and rewards.
- **Business Insight:** Admins track performance without manually calculating anything.
- **Efficiency:** Automated flows reduce manual intervention, leading to fewer errors and better resource planning.

Outputs of the Project

The **HandsMen Threads** project delivers multiple tangible and functional outputs through the Salesforce Developer Edition. These outputs reflect the implementation success of automation, CRM integration, and user interface development.

◊ 1. Custom Branded App (Lightning App)

- A visually styled **HandsMen Threads** Lightning App created using App Manager.
- Includes:
 - App logo (optional)
 - App branding color
 - Tab navigation for various modules (e.g., Products, Orders, Inventory)

◊ 2. Order Confirmation Flow

- Automatically sends an **email confirmation** to customers after a successful purchase.
- Ensures real-time communication with buyers.

◊ 3. Low Stock Alert Flow

- Triggers internal notifications when a product's inventory falls below a threshold (e.g., less than 10 units).
- Helps in proactive restocking.

◊ **4. Loyalty Program Flow**

- Tracks repeat customer purchases and **assigns loyalty points**.
- Points can later be used for discounts or promotions.

◊ **5. Product Inventory Management**

- Admins can:
 - Add, edit, and delete products.
 - Monitor product availability.
 - View product-level stock status using standard and custom fields.

◊ **6. Customer Orders Module**

- Enables tracking of customer orders from placement to delivery.
- Order data is stored securely and can be viewed or updated by administrators.

◊ **7. Interactive User Interface via Lightning Web Components (LWC)**

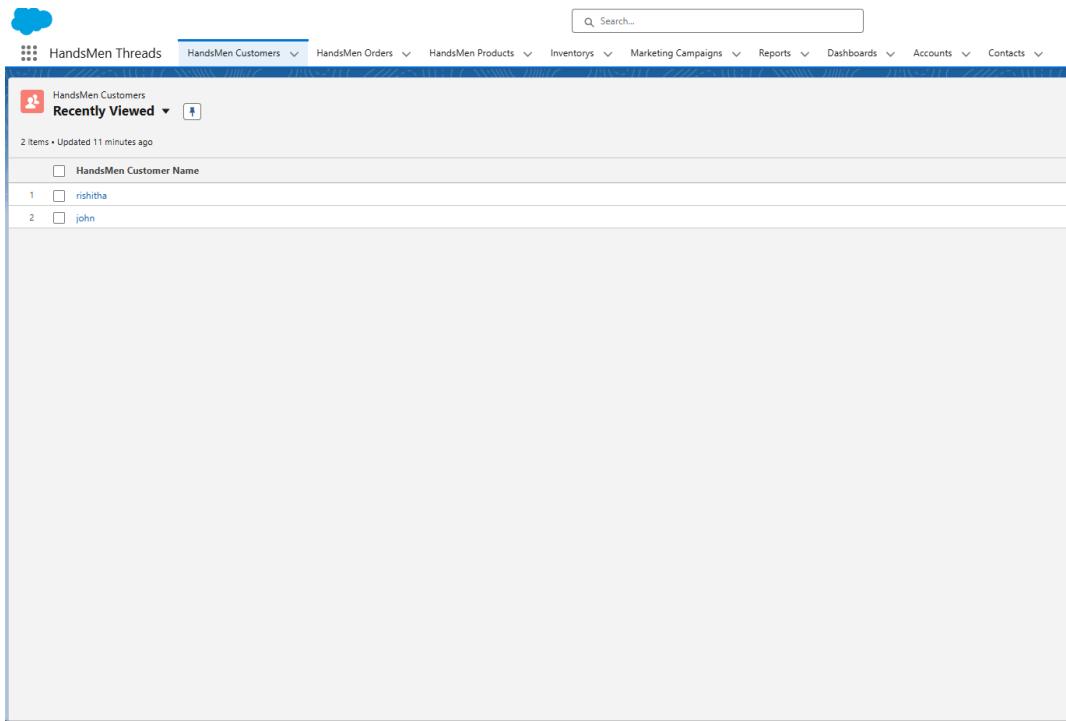
- Clean and responsive components for admin and customer interaction.
- Examples:
 - Product Cards
 - Loyalty Point Display
 - Order Summary View

◊ **8. Improved Customer Engagement**

- Real-time emails, loyalty rewards, and seamless ordering experience encourage return visits and customer satisfaction.

◊ **9. Admin Dashboard**

- Provides a centralized view of:
 - Orders received
 - Inventory levels
 - Customer activity



Fig(a):Creating HandsMen Threads Main Page



Dear john,
Your order #O-0002 has been confirmed!
Thank you for shopping with us.
Best Regards,
Sales Team



Fig(b):Order Conformation Email

Dear Inventory Manager,

This is to inform you that the stock for the following product is running low:

Product Name: T-shirt cloth

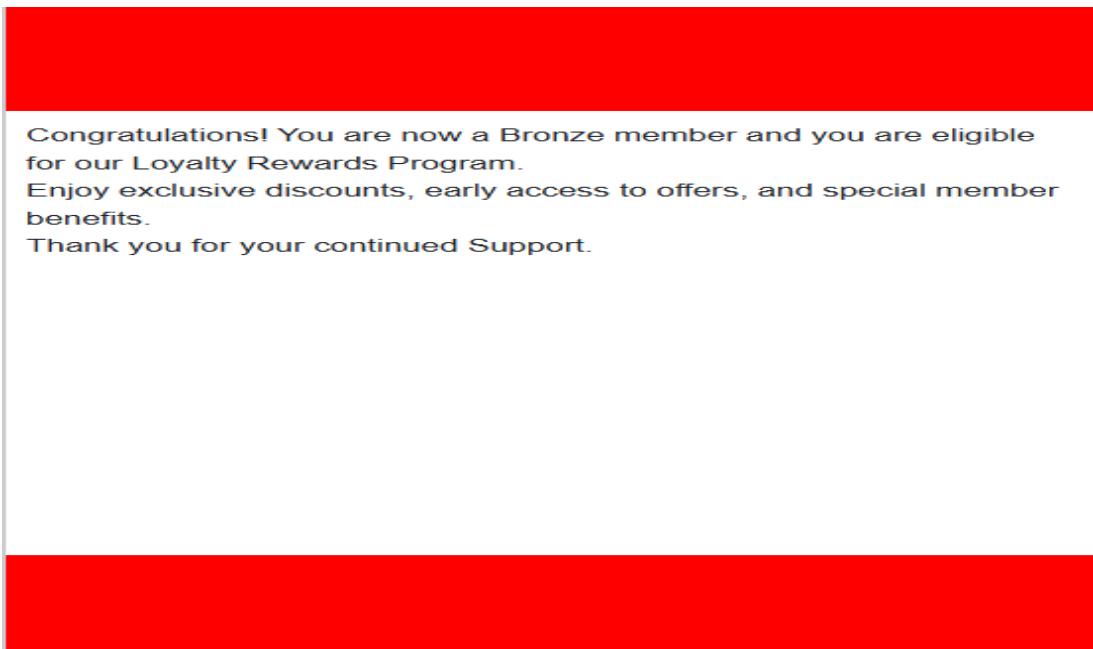
Current Stock Quantity: 4

Please take the necessary steps to restock this item immediately.

Best Regards,

Inventory Monitoring System

Fig©:Low Stock Alert Email



Fig(d):Loyalty Program

CONCLUSION

The **HandsMen Threads** project successfully showcases how a cloud-based CRM platform like Salesforce can be leveraged to build a modern, efficient, and scalable solution tailored to the needs of the fashion industry — especially for premium men's fashion.

This project demonstrates not just theoretical implementation, but real-world application of **Salesforce Developer Edition** tools like **Lightning Web Components (LWC)**, **Flow Automation**, and **CRM Customization**. Here's what makes this project impactful:

KEY TAKE AWAY:

- **Seamless Business Operations:** From order confirmation to inventory monitoring and customer loyalty, each business function is automated using Salesforce flows.
- **Custom App Branding:** The app reflects a professional and sophisticated identity with branded visuals, meaningful descriptions, and consistent UI styling.
- **Lightning Web Components:** Used to create responsive, fast, and reusable UI components, enabling an engaging and interactive user experience.
- **Data Centralization:** All key business data — customers, orders, inventory — is managed within Salesforce CRM, reducing manual processes.
- **Real-World Simulation:** The system mirrors how an actual retail fashion business operates, handling tasks like order tracking, low stock alerts, and rewarding repeat customers.
- **Scalability:** The app is designed to grow with the business — more features, more users, more data — all manageable from a single CRM interface.
- **Customer-Centric Design:** Through flows and CRM logic, the platform keeps customer satisfaction at the core — from timely confirmations to loyalty rewards.

- **Low-Code Platform:** Built entirely within Salesforce Developer Edition using mostly declarative tools and limited code, showcasing how non-developers can also build powerful apps.
- **Integration Ready:** Can be extended in the future to connect with e-commerce platforms, payment gateways, or marketing tools using Salesforce APIs.
- **Best Practices:** Follows Salesforce-recommended best practices for automation, UI building, and component management.

FINAL THOUGHTS

HandsMen Threads isn't just a project — it's a **blueprint for how modern retail brands can digitally transform** using Salesforce. By building everything on the Salesforce cloud, it brings together functionality, branding, automation, and scalability in one platform.

It also proves how even a beginner with Salesforce Developer Edition can **build enterprise-grade apps** with visual tools and thoughtful planning.

This project sets a foundation for further innovation, such as:

- AI-powered fashion suggestions,
- Automated return/refund systems,
- Integrated marketing campaigns,
- And customer service chatbots.

