

# **PROJECT**

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

### **Project Overview:**

HandsMen Threads is a forward-thinking fashion brand undertaking a Salesforce implementation project to streamline operations, improve customer experience, and optimize internal data management.

This project aims to:

1. Build a robust data model tailored to fashion retail operations.
2. Maintain high data quality and integrity from the UI.
3. Integrate key automation processes for efficiency and scalability.

### **Business Goals**

1. Centralize all business-critical data (Orders, Customers, Inventory, Loyalty).
2. Automate routine tasks like order confirmations and stock alerts.
3. Deliver real-time insights to teams for better decision-making.
4. Enhance customer loyalty through personalized interactions.

### **Key Functional Features**

#### **1. Automated Order Confirmations**

Upon order placement, the system will send automated confirmation emails to customers, enhancing transparency and engagement.

#### **2. Dynamic Loyalty Program**

Customer loyalty status will update based on historical purchase behavior, enabling targeted rewards and improved retention.

### 3. Proactive Stock Alerts

If stock levels drop below a threshold (e.g., 5 units), automatic notifications will be sent to the warehouse team to trigger restocking.

### 4. Scheduled Bulk Order Processing

Every midnight, bulk orders are processed, financial records are updated, and inventory levels are adjusted—ensuring accurate reporting and availability.

### What I Will Learn from This Project

1. Data Modelling in Salesforce
2. Ensuring Data Quality and Validation via UI
3. Lightning App Builder for custom pages
4. Record-Triggered Flows for process automation
5. Apex & Apex Triggers for business logic
6. Asynchronous Apex (Batch Classes/Future Methods)

### Project Phases

- Phase 1: Architecture & Planning
  - Define custom objects, fields, and relationships.
  - Establish validation rules, flows, and triggers.
  - Design email templates for automated communication.
- Phase 2: Development
  - Create objects and fields in Salesforce.
  - Implement automation using Flows and Apex.
  - Set up security (profiles, permission sets, sharing).
  - Build batch jobs for scheduled processes.
- Phase 3: Testing & QA
  - Perform unit and integration testing.
  - Validate automation logic with test records.
  - Conduct performance and security reviews.
- Phase 4: Deployment & Training

- Deploy components to production.
- Train end-users on the new system.
- Provide post-go-live monitoring and support.

➤ Final Deliverable

1. A comprehensive Solution Design Document containing:
2. Data Model & Entity Relationship Diagram (ERD)
3. Automation Strategy
4. Trigger & Flow Logic
5. Email Templates
6. Deployment Plan