

HandsMen Threads: Elevating the Art of Sophistication in

Men's Fashion

ABSTRACT

The project presents the implementation of a customized Salesforce CRM solution for **HandsMen Threads**, a premium men's fashion and tailoring brand. The objective was to streamline business operations, enhance customer engagement, and maintain data integrity across departments.

The solution involves designing a robust data model featuring five key custom

objects: Customer, Order, Product, Inventory, and Marketing Campaign. Business processes were automatically focused: Triggered Flows, Scheduled Flows, Partial Arms, and Apex to handle other confirmations, highly status updates, and proactive stock alerts.

To ensure clean and reliable data, validation rules were established, and a role-based security model was implemented in the Sales, Inventory, and Marketing teams. The

solution also includes a scheduled batch job using Apex to enable new sales quantities.

This end-to-end CRM implementation improves customer experience through

personalized communication, ensures operational efficiency with automation, and lays a scalable foundation for future business growth using the Salesforce Platform.

OBJECTIVE

The main objective of this project is to develop and implement a customized Salesforce CRM validator for Handwake Threads to streamline core business operations, maintain data integrity, and enhance customer satisfaction.

By building a centralized system to manage customers, orders, products, inventory, and marketing campaigns, the project aims to:

- **Automatic key processes** such as order confirmations, loyalty status updates, and stock alerts.
- **Ensure accurate and consistent data** entry using validation rules.
- **Enable real-time visibility** of inventory and customer interactions.
- **Improve internal team coordination** through role-based access control.
- **Deliver personalized customer experiences** through targeted communication and loyalty programs.

TECHNOLOGY DESCRIPTION

Salesforce:

Salesforce is a cloud-based Customer Relationship Management (CRM) platform that helps businesses manage customer data, automate processes, and improve service, marketing, and sales operations. It provides paths and click tools as well as

programmatic capabilities (like APIs and Flows) to build custom business solutions.

Custom Objects:

Objects in Salesforce are like tables in a database. Custom Objects are created to store specific data.

Example:

- Customer_c – Stores customer info
- Product_c – Stores product details
- Order_c – Stores orders

Handsmen Customers :

The screenshot displays the Salesforce interface for a custom object named 'HandsMen Customer'. The top navigation bar includes a search bar and various tabs: HandsMen Threads, HandsMen Customers (selected), HandsMen Orders, HandsMen Products, Marketing Campaigns, Inventories, Reports, Dashboards, Accounts, and Contacts. The main header shows the object name 'HandsMen Customer' and a sub-header 'Daniel'. Below this, there are buttons for 'New Contact', 'Edit', and 'New Opportunity'. The 'Details' tab is active, showing a list of fields with their values and edit icons. The fields are: HandsMen Customer Name (Daniel), Email (mdmerajalam821@gmail.com), Phone, Loyalty Status, FirstName (Daniel), LastName (Das), Full Name (Daniel Das), Total Purchases, Created By (Md Meraj Alam, 7/23/2025, 4:03 AM), and Last Modified By (Md Meraj Alam, 7/23/2025, 4:03 AM).

Field	Value	Edit
HandsMen Customer Name	Daniel	✎
Email	mdmerajalam821@gmail.com	✎
Phone		✎
Loyalty Status		✎
FirstName	Daniel	✎
LastName	Das	✎
Full Name	Daniel Das	
Total Purchases		✎
Created By	Md Meraj Alam, 7/23/2025, 4:03 AM	
Last Modified By	Md Meraj Alam, 7/23/2025, 4:03 AM	

Handsmen Products :

The screenshot displays the Salesforce interface for a custom object named 'HandsMen Product'. The top navigation bar includes a search bar and various tabs: HandsMen Threads, HandsMen Customers, HandsMen Orders, HandsMen Products (selected), Marketing Campaigns, Inventories, Reports, Dashboards, Accounts, and Contacts. The main header shows the object name 'HandsMen Product' and a sub-header 'T-shirt'. Below this, there are buttons for 'New Contact', 'Edit', and 'New Opportunity'. The 'Details' tab is active, showing a list of fields with their values and edit icons. The fields are: HandsMen Product Name (T-shirt), SKU, Price (\$100), Stock Quantity (15), Created By (Md Meraj Alam, 7/23/2025, 3:36 AM), and Last Modified By (Md Meraj Alam, 7/23/2025, 3:36 AM).

Field	Value	Edit
HandsMen Product Name	T-shirt	✎
SKU		✎
Price	\$100	✎
Stock Quantity	15	✎
Created By	Md Meraj Alam, 7/23/2025, 3:36 AM	
Last Modified By	Md Meraj Alam, 7/23/2025, 3:36 AM	

Handsmen Orders :

HandsMen Threads

HandsMen Customers

HandsMen Orders

HandsMen Products

Marketing Campaigns

Inventorys

Reports

Dashboards

Accounts

Contacts

HandsMen Order

O-0002

New Contact

Edit

New Opportunity

Related

Details

HandsMen OrderNumber

O-0002

HandsMen Product

T-shirt

HandsMen Customer

Daniel

Status

Confirmed

Quantity

400

Total Amount

40,000

Customer Email

daniel@example.com

Created By

Md Meraj Alam

Owner

Md Meraj Alam

Last Modified By

Md Meraj Alam

7/23/2025, 4:07 AM

7/23/2025, 4:07 AM

Inventorys :

HandsMen Threads

HandsMen Customers

HandsMen Orders

HandsMen Products

Marketing Campaigns

Inventorys

Reports

Dashboards

Accounts

Contacts

Inventory

I -0001

New Contact

Edit

New Opportunity

Related

Details

Inventory Number

I -0001

HandsMen Product

T-shirt

Stock Quantity

600

Stock Status

Available

Warehouse

Created By

Md Meraj Alam

Last Modified By

Md Meraj Alam

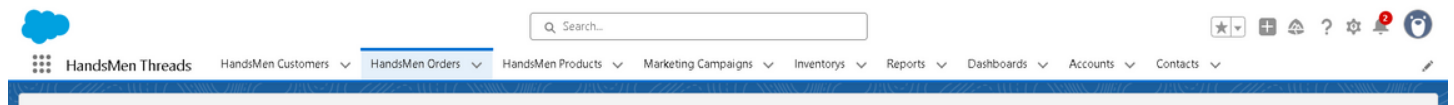
7/23/2025, 3:37 AM

7/23/2025, 4:07 AM

Tabs:

Tabs are used to display object data in the Salesforce UI.

Example: A tab for Product__c allows users to easily view and manage products.



Custom App:

An App in Salesforce is a collection of tabs grouped together for a specific business purpose.

Profiles:

Profiles define what a user can see, do, and edit in Salesforce. It controls object permissions, field access, and more.

Roles:

Roles control the data visibility in Salesforce's role hierarchy. It's used for sharing settings and reporting.

Permission Sets:

Permission Sets grant additional permissions to users without changing their profile.

Data Security Model

Role	Access Level
Sales Manager	Full Access to Customers, Orders
Inventory Manager	Read & Edit on Inventory, Products
Marketing Team	Read on Customers, Edit on Marketing Campaigns

Validation Rules:

Validation Rules ensure data entered meets business criteria. Example:

- Email must contain @gmail.com
- Stock cannot be negative

Email Templates:

Predefined formats for sending emails to customers or users. Example:

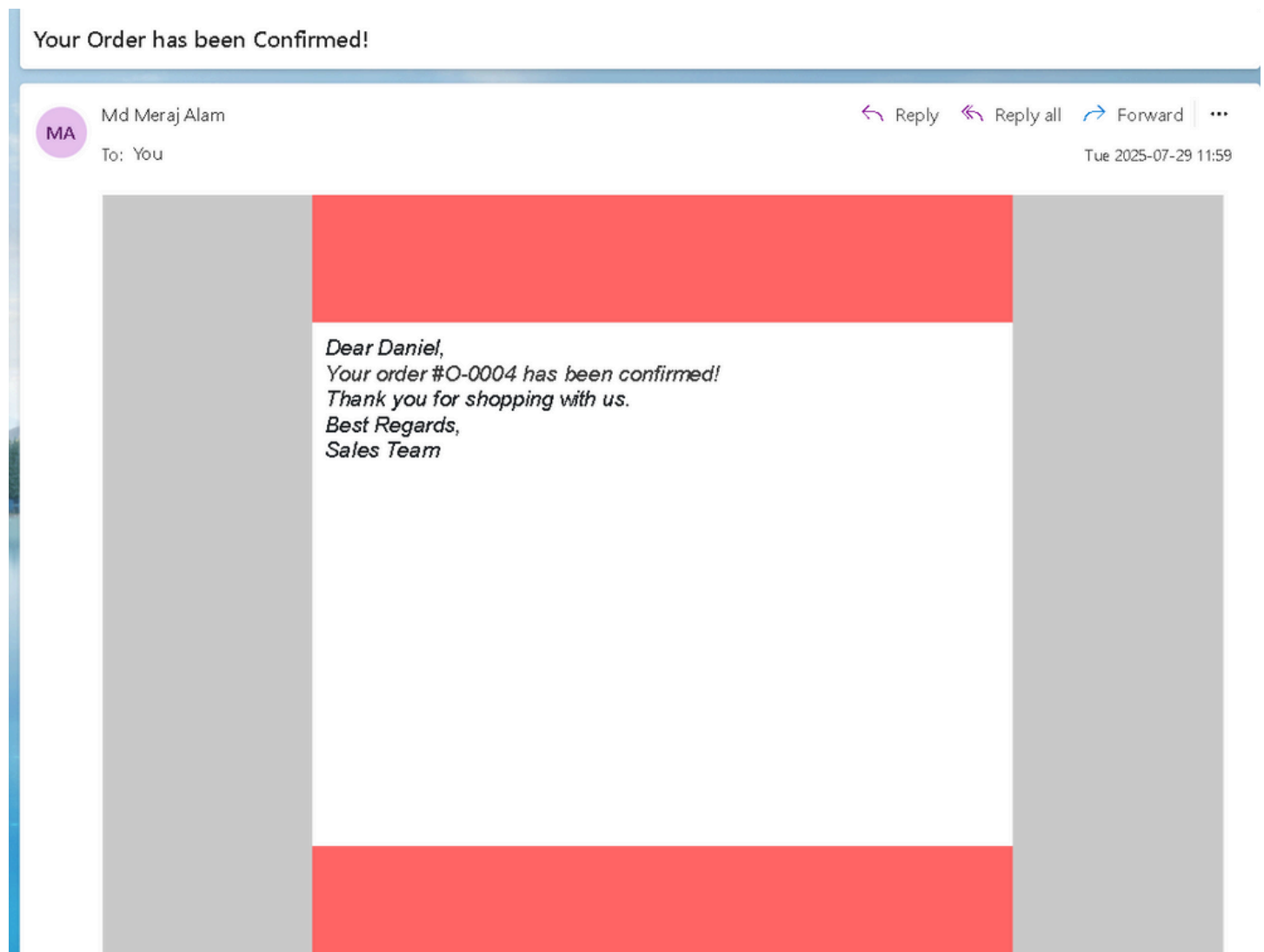
- "Order Confirmation" template

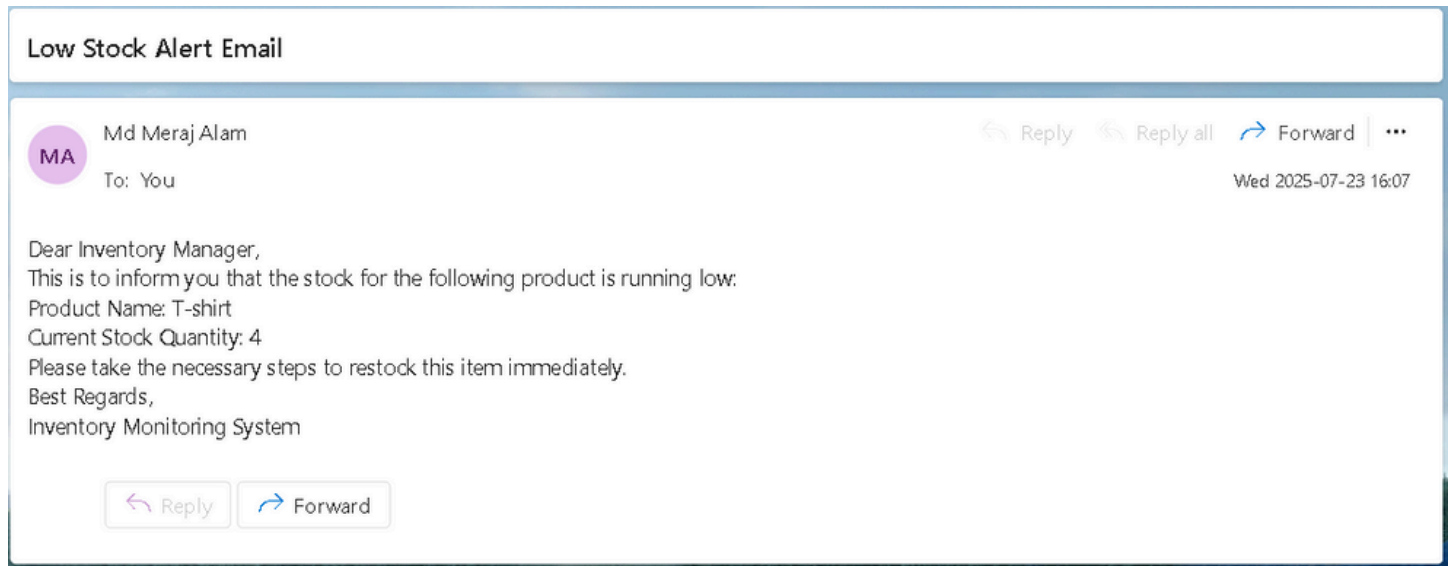
Template Name	Type	Trigger
Order Confirmation	HTML	Sent when Order is placed
Low Stock Alert	Text	Sent when Inventory__c.Stock_Quantity__c < 5
Loyalty Program Email	HTML	Sent when customer qualifies for loyalty rewards

Email Alerts:

Email Alerts are actions in Flows or Workflow Rules that send emails using predefined templates.

Example: When a loyalty level changes, an email is sent to the customer.





Flows:

Flows automate business logic without code. They can create, update, or send notifications.

Example:

- Flow triggers email alerts on new order

Apex:

Apex is Salesforce's object-oriented programming language. It allows developers to write custom logic.

Example: Triggers:

- Update Total_Amount_of in order
- Reduce inventory stock

CONCLUSION

The HandsMen Threads CRM system built on Salesforce successfully streamlines key business processes like customer management, product cataloging, order processing, inventory tracking, and loyalty program automation. By leveraging Salesforce tools

like Custom Objects, Flows, Validation Rules, and Apex, the system ensures accurate data entry, real-time updates, and enhanced customer experience. Through automation and well-structured user roles, the platform minimizes manual errors, speeds up

operations, and provides better insights into sales and stock.