

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

Abstract

Handsman Threads is an innovative Salesforce-based application designed to revolutionize men's fashion by providing a sophisticated, user-friendly platform for inventory management, customer interaction, and personalized shopping experiences. By leveraging Salesforce technologies, the project integrates various business functions such as customer registration, order processing, inventory updates, and email notifications, ensuring a seamless and modern retail experience. This project bridges the gap between classic style and cutting-edge technology, aiming to simplify backend operations while elevating customer satisfaction.

Objective

1. Streamline Fashion Retail Operations

To centralize and automate product management, order tracking, and customer interaction processes using Salesforce CRM.

2. Enhance Customer Engagement

To build personalized communication and loyalty strategies through custom emails, loyalty points, and user roles.

3. Promote Business Intelligence

To generate insightful reports and dashboards for analyzing sales performance, customer behavior, and inventory turnover.

Technology Description

1. Salesforce

The core platform used for building the entire cloud-based application with built-in CRM capabilities.

2. Custom Objects

Defined for handling data such as Products, Orders, Customers, Inventory, and Loyalty Points.

3. Tabs

Customized tabs to navigate between functional modules like Product Management, Orders, and Customer Records.

4. Custom App

The “Handsman Threads” app is built as a Lightning App to integrate all tabs, reports, and dashboards into a unified interface.

5. Profiles

Defined for Admin, Sales Representative, and Customer Support roles, each with specific access levels.

6. Roles

Role hierarchy established for visibility and data access based on business hierarchy (Owner → Manager → Staff).

7. Permission Sets

Used to grant additional permissions like report generation, order approval, or inventory updates to specific users.

8. Validation Rules

Applied to ensure data integrity — e.g., price cannot be negative, stock levels must be updated before confirming orders.

9. Email Templates

Used to send consistent branding messages for order confirmations, shipping updates, and promotions.

10. Apex

Used to automate business logic such as loyalty point calculation and inventory adjustment upon order placement.

11. Email Alerts

Trigger automatic emails during important events like successful registrations, product availability, or loyalty rewards.

Details Execution of Project Phases

Phase 1: Requirement Gathering and Planning

Collected business goals, user personas, and system requirements.

Phase 2: Object Modeling and App Development

Created custom objects and set up app layout, profiles, roles, and permission sets.

Phase 3: Automation and Apex Integration

Implemented business logic using Apex classes and triggers for loyalty points and inventory sync.

Phase 4: Workflow Rules and Email Notifications

Built workflow rules and email alerts for customer communication and internal updates.

Phase 5: User Testing and Feedback

Tested the app with different profiles and gathered user feedback to improve usability.

Phase 6: Final Deployment and Demo

Deployed to production with complete setup of dashboards, reports, and visual branding.

Project Explanation with Real World Examples

Customer Registration

Users register through a custom portal, and upon approval, they are assigned a role with predefined permissions.

Product Setup

Admin adds products with images, prices, stock levels, and category classification using custom object forms.

Order Placement

Sales reps place orders linked to customer records, triggering email alerts and stock deductions via Apex.

Inventory Update

Stock levels are automatically updated after order confirmation, with validation to prevent negative stock.

Loyalty Program

Loyalty points are credited using Apex based on order value. Users can view and redeem points in future purchases.

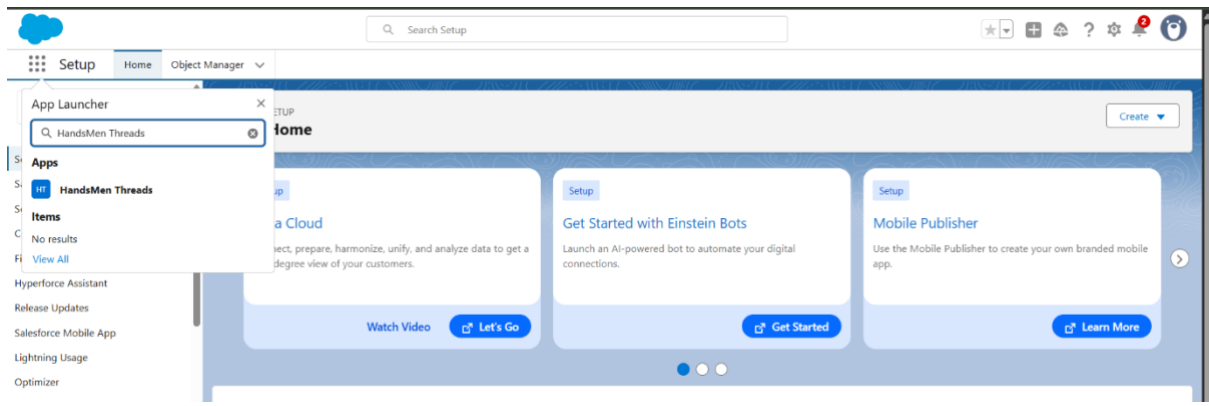
Email Notification

Predefined email templates are used for welcome emails, order confirmation, loyalty updates, and offers.

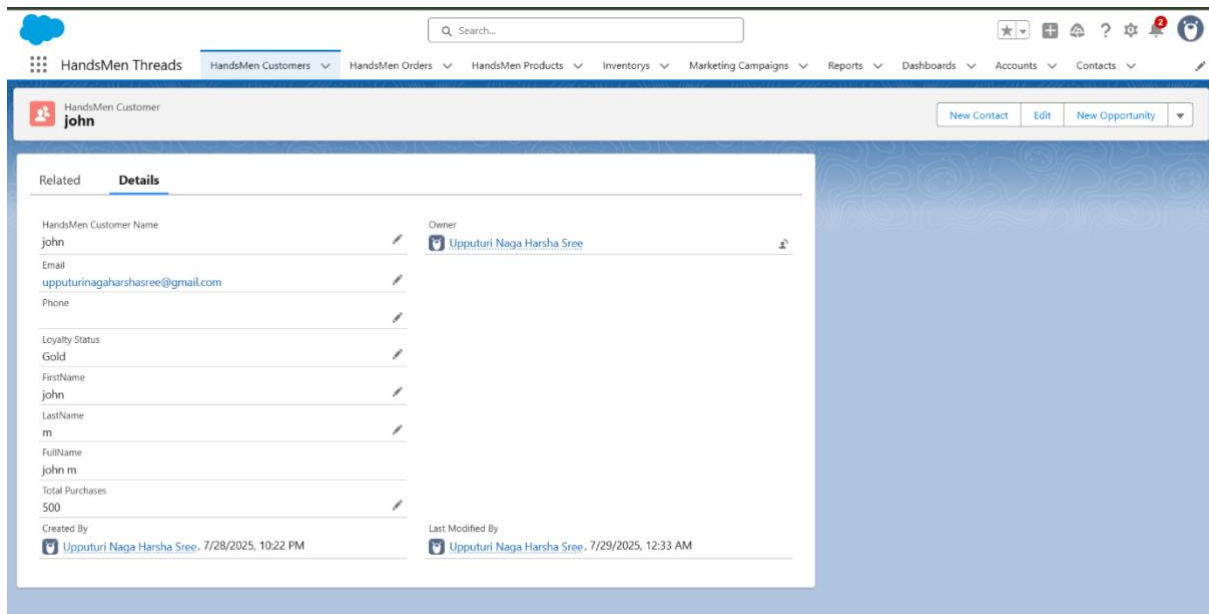
Users and Roles

Three primary roles: Admin (full access), Sales Representative (product and order access), and Customer Support (case and contact access).

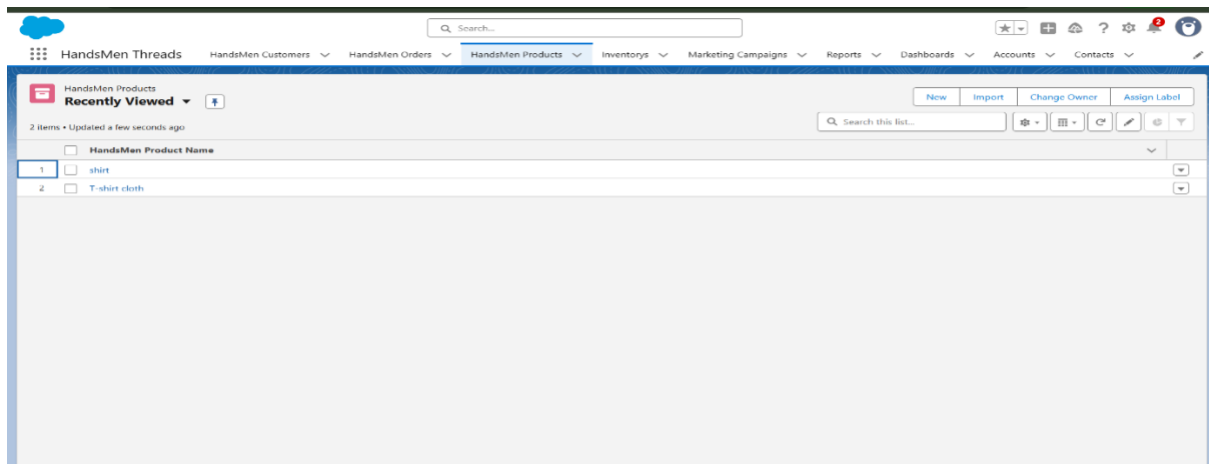
Screenshots



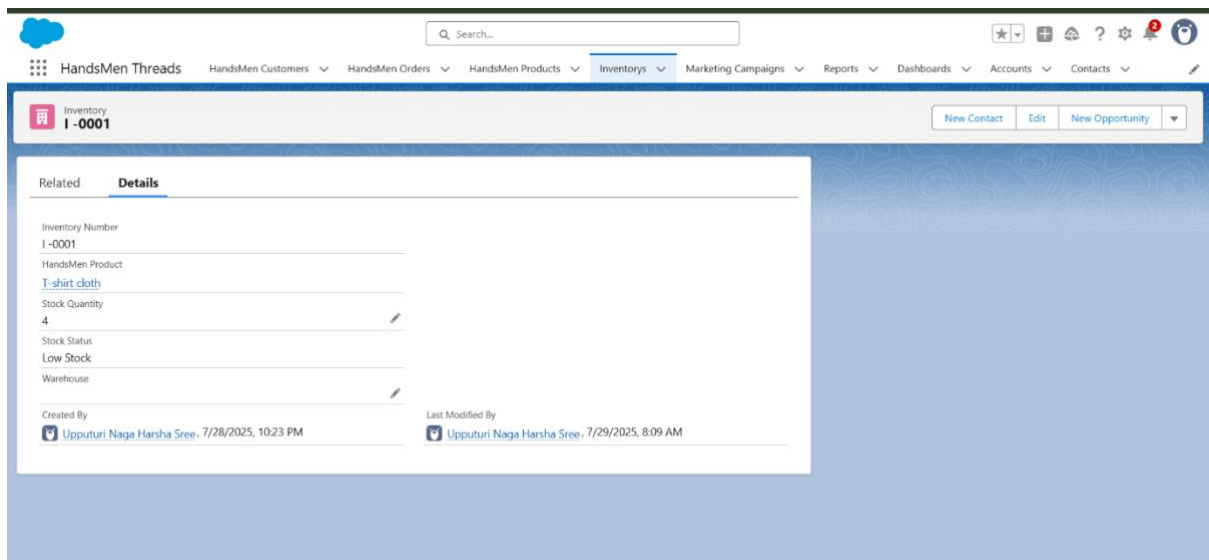
Custom app for HandsMen Threads



Customer creation in HandsMen Threads



Products in HandsMen Threads



Inventory creation in app

Conclusion

Future Scope

The app can scale to include additional features like product recommendations, multiple warehouse tracking, and seasonal promotions.

Customer Portal Integration

Customers can browse products, place orders, view loyalty points, and raise support cases from a branded external portal.

Mobile App Using Salesforce Mobile SDK

Enable mobile access for customers and staff to browse, place orders, and manage inventory on the go.

Reports and Dashboards

Prebuilt dashboards provide KPIs such as Top-Selling Products, Low Inventory Alerts, and Monthly Revenue Trends.

AI-Powered Recommendation

Integrate Salesforce Einstein AI to recommend products based on purchase history, preferences, and customer behavior patterns.