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

1. Overview of the Project

This document outlines the Salesforce project undertaken by HandsMen Threads, a dynamic organization in the fashion industry. The project's primary goal is to revolutionize data management and enhance customer relations through the implementation of a robust data model and integrated business processes within the Salesforce platform. This initiative aims to streamline operations, improve data integrity, and foster stronger customer engagement.

2. Objective of the Project

The key objectives of this Salesforce project for HandsMen Threads are:

- To build a comprehensive and robust data model capable of storing all pertinent business data, ensuring a seamless flow of information across the organization.
- To implement mechanisms for maintaining data integrity directly from the user interface (UI), safeguarding data accuracy and consistency.
- To integrate new automated processes into the business workflow to enhance customer service and operational efficiency.
- To provide personalized customer experiences through a dynamic loyalty program.
- To optimize inventory management with proactive stock alerts and scheduled bulk order updates.

3. Technology Description

This project utilizes the Salesforce platform, leveraging its various capabilities to meet the outlined objectives. The core technologies and Salesforce components involved include:

- **Salesforce Platform:** The foundational cloud-based CRM platform.

- **Custom Objects:** To tailor the data model to HandsMen Threads' specific business needs (e.g., for Orders, Customers, Products, Loyalty Statuses).
- **Custom Tabs:** For easy navigation and access to custom object data within the Salesforce UI.
- **Custom Applications (Lightning App):** A customized application built using Lightning App Builder to provide a user-friendly interface for HandsMen Threads' operations.
- **Profiles and Permission Sets:** To manage user access and data visibility based on roles and responsibilities.
- **Record-Triggered Flows:** For automating business processes like order confirmations, loyalty program updates, and stock alerts.
- **Apex and Apex Triggers:** For complex business logic and data manipulation that cannot be achieved with standard Salesforce declarative tools, such as the scheduled bulk order updates.
- **Asynchronous Apex:** For processing bulk orders and other long-running operations efficiently without impacting the user experience.

4. Detailed Execution of Project Phases

This section describes the high-level execution steps involved in implementing the HandsMen Threads Salesforce project.

- **Salesforce Org Setup:**
  - Creation of a Salesforce Developer Edition org or a Sandbox for development and testing.
  - Configuration of company settings and user management.
- **Data Model Design and Implementation:**
  - Identification of key business entities (e.g., Customers, Orders, Products, Inventory, Loyalty Tiers).
  - Creation of custom objects for each identified entity.
  - Definition of custom fields (text, number, picklist, lookup, master-detail, etc.) for each object to capture all necessary business data.

- Establishment of relationships (lookup, master-detail) between objects to create a cohesive data model.
- Implementation of validation rules on relevant objects and fields to maintain data integrity directly from the UI.

- **Lightning App Development:**
  - Creation of a custom Lightning App specifically for HandsMen Threads using Lightning App Builder.
  - Addition of relevant custom objects, standard objects, and custom tabs to the app for easy navigation.
  - Customization of record pages using Lightning App Builder to display relevant information and actions.

- **Automation Implementation (Flows and Apex):**
  - **Automated Order Confirmations:**
    - Implementation of a Record-Triggered Flow on the Order object (after insert/update) to send an email confirmation to the customer upon order placement or status change.
  - **Dynamic Loyalty Program:**
    - Implementation of a Record-Triggered Flow or Apex Trigger on the Order object to update the customer's loyalty status based on their purchase history. This may involve calculating total purchase value or number of orders.
  - **Proactive Stock Alerts:**
    - Implementation of a Record-Triggered Flow on the Inventory or Product object (after update) to send an automatic email notification to the warehouse team when a product's stock level drops below five units.
  - **Scheduled Bulk Order Updates:**
    - Development of Apex classes and Batch Apex (Asynchronous Apex) to process bulk orders.
    - Scheduling of the Batch Apex job to run daily at midnight to update financial records and adjust inventory levels based on bulk orders.
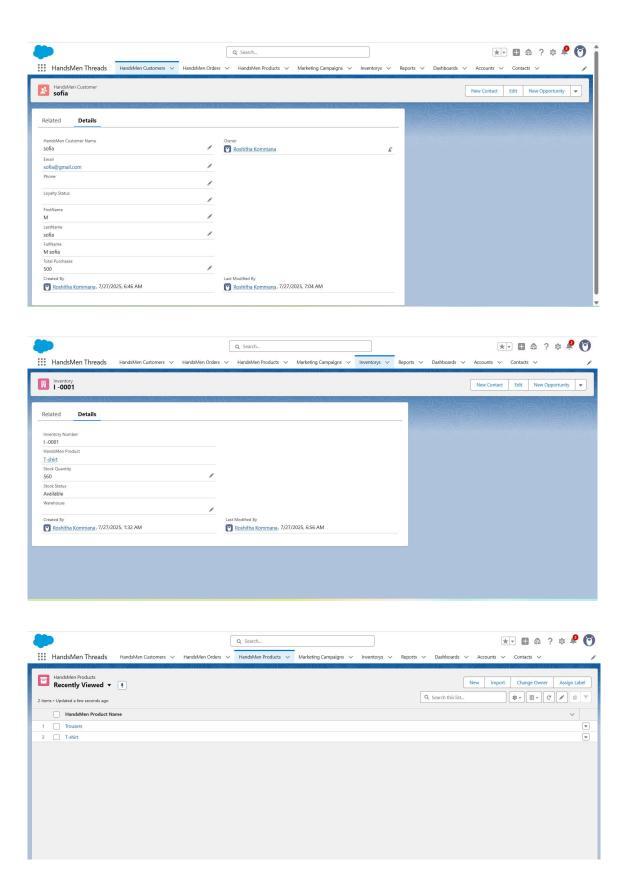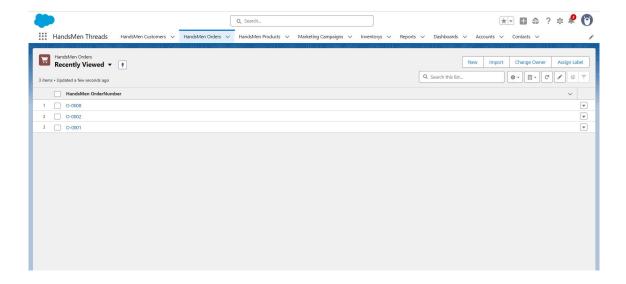
5. Project Explanation with Real-World Example

Consider a customer, Sarah, who places an order for a new suit from HandsMen Threads.

1. **Order Placement:** Sarah places her order online. This creates a new "Order" record in Salesforce.

2. **Automated Confirmation:** Immediately, a Salesforce Flow is triggered. This flow sends an automated email to Sarah confirming her order details and thanking her for her purchase.

3. **Loyalty Program Update:** Simultaneously, another Salesforce Flow (or Apex trigger) checks Sarah's purchase history. If this purchase qualifies her for a higher loyalty tier (e.g., from "Silver" to "Gold"), her "Loyalty Status" field on her Customer record is automatically updated. This might unlock personalized discounts for her next purchase.

4. **Stock Management:** The suit Sarah ordered is a popular item. When her order is processed, the inventory count for that specific suit drops. If the stock level falls below five units, a proactive stock alert Flow is triggered, sending an email notification to the warehouse team, prompting them to reorder the suit.

5. **Bulk Order Processing:** At midnight, the daily scheduled Apex Batch job runs. If Sarah's order was part of a larger bulk order (e.g., for a corporate uniform purchase), this batch process ensures that all financial records are updated correctly and the inventory is accurately adjusted, ready for the next day's operations.

This example illustrates how the integrated processes automate customer communication, reward loyalty, ensure timely inventory replenishment, and maintain accurate financial and stock records, all contributing to a seamless and efficient operation for HandsMen Threads.

6. Screenshots

HandsMen Threads | HandsMen Customers ⌄ | HandsMen Orders ⌄ | HandsMen Products ⌄ | Marketing Campaigns ⌄ | Inventorys ⌄ | Reports ⌄ | Dashboards ⌄ | Accounts ⌄ | Contacts ⌄

HandsMen Customer
sofia

New Contact | Edit | New Opportunity ⌄

Related | **Details**

HandsMen Customer Name
sofia

Owner
Roshitha Kommana

Email
sofia@gmail.com

Phone

Loyalty Status

FirstName
M

LastName
sofia

FullName
M sofia

Total Purchases
500

Created By
Roshitha Kommana, 7/27/2025, 6:46 AM

Last Modified By
Roshitha Kommana, 7/27/2025, 7:04 AM

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
560

Stock Status
Available

Warehouse

Created By
Roshitha Kommana, 7/27/2025, 1:32 AM

Last Modified By
Roshitha Kommana, 7/27/2025, 6:56 AM

HandsMen Threads | HandsMen Customers ⌄ | HandsMen Orders ⌄ | HandsMen Products ⌄ | Marketing Campaigns ⌄ | Inventorys ⌄ | Reports ⌄ | Dashboards ⌄ | Accounts ⌄ | Contacts ⌄

HandsMen Products
Recently Viewed ⌄ 📌

New | Import | Change Owner | Assign Label

2 items • Updated a few seconds ago

Q Search this list...

	HandsMen Product Name	
1	Trousers	▼
2	T-shirt	▼

7. Conclusion with Future Scope

This Salesforce project has successfully established a robust data management system and integrated key automated processes for HandsMen Threads, significantly enhancing their operational efficiency and customer engagement.

Future Scope:

- **Chatbot Integration:** Integrating a Salesforce Einstein Bot for instant customer support and frequently asked questions.
- **Marketing Cloud Integration:** Leveraging Salesforce Marketing Cloud for advanced email marketing campaigns and personalized customer journeys.
- **Salesforce Community Cloud:** Building a customer portal for self-service, order tracking, and engagement.
- **Reporting and Dashboards:** Developing comprehensive reports and dashboards to provide deeper insights into sales, inventory, and customer behavior.

Demo video link:

https://drive.google.com/file/d/1Mxla7o9yXmcPhmMcUryVw-SoEUXWXFwe/view?usp=sharing