

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

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1.1 Introduction

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

HandsMen Threads is a premium men's fashion brand dedicated to redefining sophistication through timeless style, exceptional craftsmanship, and a commitment to quality. Our mission is to elevate the modern gentleman's wardrobe by offering meticulously curated apparel that blends classic elegance with contemporary design.

Incorporating Salesforce as our centralized customer relationship and operations management platform allows us to deliver personalized experiences, optimize our sales processes, and maintain consistency across our brand touchpoints. This documentation serves as a comprehensive guide to how HandsMen Threads leverages Salesforce to support its growth, enhance customer engagement, and uphold the highest standards of excellence in men's fashion.

1.2 Project Overview

Project Name: HandsMen Threads

Tagline: Elevating the Art of Sophistication in Men's Fashion

Objective:

The goal of *HandsMen Threads* is to redefine modern men's fashion by seamlessly blending tradition with contemporary elegance. This project aims to create a premium fashion brand that caters to men who value sophistication, craftsmanship, and timeless style.

Description:

HandsMen Threads is a fashion initiative focused on offering high-quality, tailored menswear that reflects refinement and individuality. From classic formal wear to smart casual outfits, the brand emphasizes detailed craftsmanship, luxurious fabrics, and minimalist yet bold designs. The project seeks to address the growing demand for elevated fashion choices for men who appreciate substance, style, and sophistication.

Key Features:

- Curated collections with modern silhouettes and classic aesthetics
- Emphasis on craftsmanship, fabric quality, and durability
- Sustainable and ethical production practices

- Customization options for a personalized fashion experience
- Integrated digital presence for style inspiration and easy shopping

Target Audience:

Men aged 25–45 who seek refined, elegant, and statement-worthy fashion for personal, professional, and special occasions.

Vision Statement:

To be a leading name in premium men's fashion by empowering men to express themselves with confidence, class, and individuality.

Mission Statement:

To offer exceptional clothing that blends traditional craftsmanship with modern design, providing a sophisticated wardrobe for the discerning gentleman.

1.3 Project Purpose

Project Purpose

The purpose of *HandsMen Threads* is to create a distinguished fashion platform that redefines men's style by prioritizing elegance, quality, and individuality. In an era where fast fashion dominates the market, there is a growing need for menswear that reflects authenticity, craftsmanship, and timeless appeal. This project addresses that need by curating apparel that is not only stylish but also meaningful and enduring.

HandsMen Threads is committed to:

- **Elevating men's wardrobes** with premium, well-crafted clothing that speaks of class and character
- **Empowering men** to express their unique identity through sophisticated fashion choices
- **Bridging the gap** between traditional tailoring and modern aesthetics
- **Promoting sustainability** through responsible sourcing and production practices

By focusing on quality over quantity, and style over trend, *HandsMen Threads* aspires to inspire confidence and pride in every piece worn.

2. IDEATION PHASE

2.1 Problem Statement

Despite the rapid growth of the men's fashion industry, there remains a significant gap in the availability of clothing that balances **timeless sophistication, quality craftsmanship, and modern aesthetics**. Many fashion brands focus on fast trends, compromising on material quality, fit, and identity. As a result:

- Men seeking refined, elegant, and versatile clothing options often struggle to find brands that reflect their personal style.
- The market is saturated with mass-produced apparel lacking authenticity, uniqueness, and durability.
- There is limited access to fashion that caters to modern gentlemen who value both **heritage-inspired tailoring** and **contemporary minimalism**.
- Sustainability and ethical fashion practices are often overlooked in the pursuit of trend-based, disposable fashion.

HandsMen Threads aims to solve these problems by introducing a brand that is committed to **quality, character, and sophistication** — offering well-crafted menswear that stands the test of time, both in style and in value.

2.2 Proposed Solution

HandsMen Threads proposes a distinctive solution to the challenges faced in the current men's fashion landscape by introducing a brand that blends **heritage craftsmanship with modern design**, targeting the style-conscious man who values sophistication, quality, and individuality.

Key Aspects of the Proposed Solution:

- **Timeless Design Philosophy**

Focus on creating garments with clean lines, classic cuts, and subtle detailing that transcend short-lived fashion trends.

- **Premium Fabric & Craftsmanship**
Use of high-quality, ethically sourced fabrics combined with skilled tailoring techniques to ensure durability, comfort, and elegance.
- **Versatile Collections**
Offer curated wardrobe essentials – from formal suits to semi-casual wear – that can transition seamlessly from office to occasion.
- **Personalized Experience**
Incorporate options for customization and personal styling to reflect individual tastes and body types, enhancing customer satisfaction.
- **Sustainability & Responsibility**
Adopt ethical production methods, reduce fabric waste, and promote conscious consumption to support a more sustainable fashion future.
- **Digital-First Brand Experience**
Build an immersive online platform with lookbooks, styling guides, and seamless e-commerce functionality to reach a global audience.

2.3 Objectives of the Project

The primary objective of *HandsMen Threads* is to establish a premium menswear brand that champions elegance, quality, and authenticity. To achieve this, the project is guided by the following specific objectives:

1. **Design and Develop Premium Apparel**
Create a versatile collection of clothing that blends classic tailoring with contemporary design, catering to the modern gentleman.
2. **Ensure Superior Craftsmanship and Fabric Quality**
Use high-grade, ethically sourced materials and collaborate with skilled artisans to deliver durable, luxurious garments.
3. **Promote Sustainable Fashion Practices**
Implement eco-conscious production processes, minimize waste, and educate customers about mindful fashion consumption.
4. **Offer Personalized Fashion Experiences**
Provide customization options and personal styling guidance to meet diverse body types and style preferences.

5. Establish a Strong Digital Presence

Build an intuitive, visually appealing online platform that enables effortless browsing, purchasing, and brand interaction.

6. Create a Distinct Brand Identity

Develop a brand that resonates with sophistication, trust, and exclusivity through consistent visual storytelling and customer engagement.

7. Target and Penetrate Niche Markets

Focus on marketing to style-aware men seeking refined alternatives to mass-produced fashion, and expand through strategic campaigns and collaborations.

3. REQUIREMENT ANALYSIS

3.1 System Requirements

Platform

Salesforce CRM – Lightning Experience

The project is developed and managed using Salesforce's Lightning Experience to ensure a modern, scalable, and customizable CRM environment suitable for customer engagement, product tracking, and business workflow automation.

Tools Used

- Salesforce App Builder**

For creating custom objects, fields, record pages, and lightning components without code.

- Process Builder / Flows**

Used to automate business processes such as order management, customer updates, and email notifications.

- Apex (Optional)**

Used when advanced logic or automation goes beyond what Flows and Process Builder can handle (e.g., complex validations, batch jobs).

- Salesforce Reports & Dashboards**

For data visualization, sales tracking, performance monitoring, and decision-making insights.

- **Visual Studio Code with Salesforce CLI**

Utilized for source-driven development, Apex code editing, version control integration, and deployment.

3.2 Functional Requirements

- **User Registration & Login**

Users (customers/admins) must be able to sign up, log in, and access role-based features such as product browsing, order management, or system configuration.

- **Product Catalog Management**

Admins can add, update, or delete product details such as product name, category, price, stock status, and description.

- **Order Management System**

Customers can place new orders, view order details, and cancel orders if needed. Admins can update order status (e.g., pending, shipped, delivered).

- **Inventory Tracking**

System must track available product stock and trigger alerts for low-stock items. Admins can manually update stock levels or use automation.

- **Customer Profile Management**

Users can view and update their profile information. Admins can view customer details, purchase history, and communication logs.

- **Booking/Order History**

Customers can view their past and ongoing orders, including product details, payment status, and expected delivery dates.

- **Reports & Dashboards**

Admins can generate reports on sales, customer behavior, and product performance. Dashboards will display key performance metrics in real time.

- **Workflow Automation**

Use Flows or Process Builder to automate key tasks such as sending order confirmations, follow-ups, and stock notifications.

- **Promotional Campaigns & Notifications**

Admins can create campaigns and send promotional emails or SMS. Customers receive updates on orders, offers, and product launches.

- **Feedback and Ratings**

Customers can submit feedback and rate products. Admins can view and analyze customer satisfaction data.

3.3 Non-Functional Requirements

- **Performance**

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The system should respond to user actions (e.g., product browsing, order placement, search) within 2–3 seconds for a smooth user experience.

- **Security**

User roles and permissions must be strictly enforced using Salesforce profiles, permission sets, and field-level security to protect sensitive customer and order data.

- **Availability**

The system should be accessible 24/7 with a minimum uptime of 99.9%, ensuring continuous access for customers and administrators.

- **Usability**

The user interface should be intuitive, responsive, and easy to navigate for both customers and administrators, requiring minimal training or support.

- **Compatibility**

The application should be fully functional on all major web browsers (Chrome, Firefox, Edge, Safari) and across devices (desktop, tablet, mobile).

- **Scalability**

The system must support scaling as business grows—handling increased users, products, and orders without performance issues.

- **Maintainability**

The system should be easy to update, debug, and enhance using modular components and best practices within the Salesforce development environment.

4. PROJECT DESIGN

4.1 Requirement Gathering

- Identify key features and functionalities such as:
 - Product catalog and inventory management
 - Customer registration and profile management
 - Order placement, tracking, and history
 - Promotional campaign management
 - Customer feedback and support ticketing
- Understand user roles:
 - **Admin** – manages products, orders, users, and reports
 - **Customer** – browses products, places orders, views history
 - **Support Staff** – handles customer queries and feedback

4.2 Define Data Model

- Create custom objects such as:
 - **Product**
 - **Customer**
 - **Order**
 - **Order Item**
 - **Feedback / Complaint**
- Define fields, relationships, and record types:
 - Use **Lookup** and **Master-Detail** relationships where needed (e.g., Order → Customer, Order Item → Product)
 - Set up **Record Types** for handling variations (e.g., different order types or product categories)

4.3 Design User Roles and Access Control

- Set up:
 - **Profiles** for Admin, Customer, and Support Staff
 - **Permission Sets** for feature-based access (e.g., campaign creation, report viewing)
 - **Role Hierarchy** to ensure proper data visibility across departments
- Ensure:
 - Customers can only access their own orders and profile
 - Admins have full control over all records and settings
 - Support staff can view relevant customer complaints and assist

4.4 Create Page Layouts and Lightning Apps

- Use **Lightning App Builder** to design Record Pages for each custom object
- Customize layouts for:
 - **Admin View** – full detail with management tools
 - **Customer View** – clean interface with essential info only
 - **Support Staff View** – complaint and customer data visibility
- Group functionalities logically using **Lightning Apps**, Tabs, and Utility Bar items

5. PROJECT PLANNING & SCHEDULING

→ Week 1: Project Initiation & Requirement Analysis

- Understand project scope and key objectives
- Identify user roles: Admin, Customer, Support Staff
- Gather and document both functional and non-functional requirements
- Research Salesforce tools (Lightning App Builder, Flows, Reports, etc.)
- Prepare initial documentation and project plan outline

→ Week 2: System Design

- Define custom objects: Product, Customer, Order, Feedback
- Design object relationships (e.g., master-detail: Order → Customer)
- Plan fields, validation rules, and record types
- Define user roles, role hierarchy, and access control model
- Draft the entity-relationship (ER) diagram

→ Week 3: Salesforce Setup & Object Creation

- Set up Salesforce Developer Org
- Create all custom objects, fields, and define relationships
- Configure record types, page layouts, and business rules
- Assign appropriate profiles and permission sets to user roles

→ Week 4: Automation & Workflow Setup

- Build automation using Flows and Process Builder for:
 - Order confirmation
 - Low stock alerts
 - Customer feedback response

- Set up standard email templates for notifications
- Implement Apex triggers for advanced logic (if needed)

→ Week 5: UI Design with Lightning App Builder

- Design Lightning Record Pages for each object
- Create customized tabbed views for easier navigation
- Add related lists, quick actions, and filters
- Test UI across different devices and user profiles

→ Week 6: Reporting & Dashboards

- Create Salesforce reports for:
 - Sales summary
 - Inventory levels
 - Customer feedback analytics
- Build dashboards for Admin to monitor business metrics in real time

→ Week 7: Testing & Feedback

- Perform end-to-end testing with sample data
- Conduct unit testing for object creation, flows, and triggers
- Gather feedback from mock users (admin, customer, support)
- Debug and refine based on feedback

→ Week 8: Final Review & Documentation

- Final system review and prepare for deployment
- Complete documentation package, including:
 - User manual

- Technical report
- ER diagrams and UI screenshots
- Submit project and prepare for presentation/demo

6. DEVELOPMENT PHASE

The development phase is completed when the fashion management system (*HandsMen Threads*) is functionally complete, user-ready, and aligned with all defined requirements—making it ready for testing, review, or final submission.

The phase begins by setting up the **Salesforce Developer Org** and enabling the **Lightning Experience** environment. Custom objects such as **Product**, **Customer**, **Order**, and **Feedback** are created with appropriate relationships to manage product listings, customer data, orders, and customer support activities.

The user interface is designed using **Lightning App Builder**, where customized **Lightning Record Pages** and **tabbed layouts** are developed for different user roles—ensuring a clean and responsive experience for both Admin and Customer users.

Automation is implemented through **Flows** and **Process Builder** to handle common tasks like **order confirmations**, **inventory alerts**, and **feedback responses**. Where required, **Apex triggers** are used for more advanced logic.

Role-based access control is established by configuring **profiles**, **permission sets**, and **role hierarchy** to protect sensitive data and ensure users only interact with data relevant to their role.

Key business insights are enabled through the creation of **reports and dashboards** that display metrics such as **sales trends**, **top-selling products**, and **customer satisfaction feedback**.

Finally, the system is thoroughly tested using sample records and test cases to ensure all components function correctly. Bugs are identified and resolved to prepare the system for final review.

This phase transforms the initial design into a **working, deployable fashion management system**, ready for real-world use.

PROJECT DEVELOPMENT PHASE

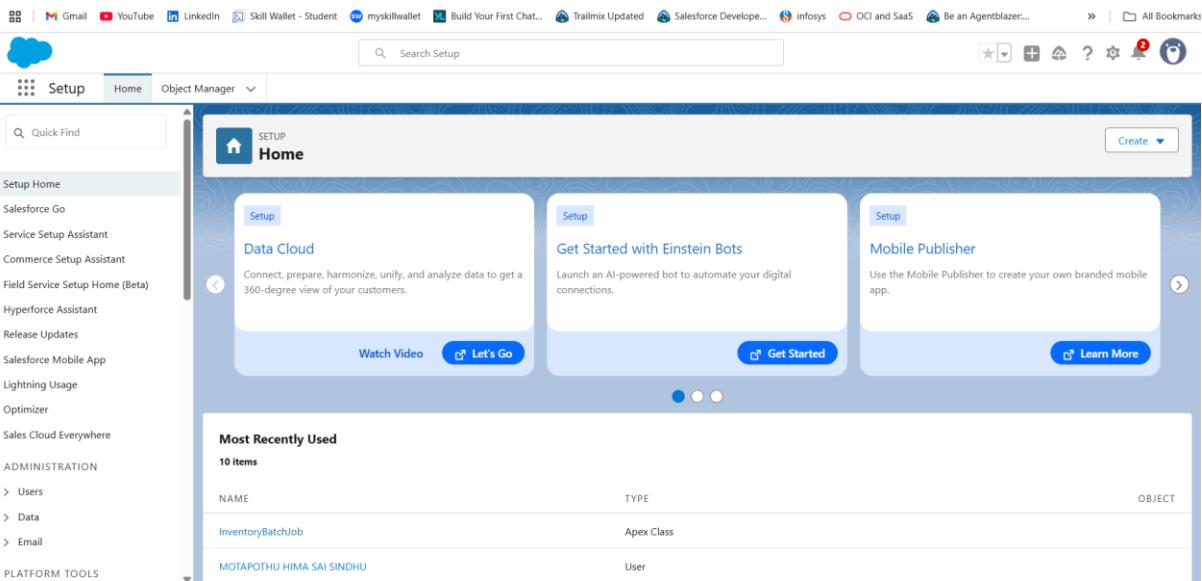
Project Execution Phase

Project Files

Date	18 July 2025
Name	Motapothu Hima Sai Sindhu
Project Name	HandsMen Threads – Elevating the Art of Sophistication in Men's Fashion

Step 1: Developer Org Setup

- Create a Salesforce Developer Account.
- Verify your account via email and log in.



Step 2: Custom Object Creation

In the HandsMen Threads Salesforce project, custom object creation was a foundational step that enabled the system to store and manage fashion-related data in a structured and scalable way. Unlike standard objects, custom objects are tailored to specific business needs—allowing us to design a solution that fits the men's fashion domain perfectly.

The primary goal of creating custom objects was to represent core business entities such as customers, products, orders, inventory, and marketing campaigns. These objects serve as the backbone of the application, allowing automation, validation, and reporting features to work efficiently.

HandsMen Customer:

The screenshot shows the Salesforce Setup interface with the following details for the HandsMen Customer object:

Details

Description: Stores customer details

API Name: HandsMen_Customer__c

Singular Label: HandsMen Customer

Plural Label: HandsMen Customer

Enable Reports: ✓

Track Activities:

Track Field History:

Deployment Status: Deployed

Help Settings: Standard salesforce.com Help Window

Fields & Relationships, **Page Layouts**, **Lightning Record Pages**, **Buttons, Links, and Actions**, **Compact Layouts**, **Field Sets**, **Object Limits**, **Record Types**, **Related Lookup Filters**, **Search Layouts**, **List View Button Layout**, and **Restriction Rules** are listed on the left.

HandsMen Product:

The screenshot shows the Salesforce Setup interface with the following details for the HandsMen Product object:

Details

Description: Stores product catalog

API Name: HandsMen_Product__c

Singular Label: HandsMen Product

Plural Label: HandsMen Products

Enable Reports: ✓

Track Activities:

Track Field History:

Deployment Status: Deployed

Help Settings: Standard salesforce.com Help Window

Fields & Relationships, **Page Layouts**, **Lightning Record Pages**, **Buttons, Links, and Actions**, **Compact Layouts**, **Field Sets**, **Object Limits**, **Record Types**, **Related Lookup Filters**, **Search Layouts**, **List View Button Layout**, and **Restriction Rules** are listed on the left.

HandsMen Order:

The screenshot shows the Salesforce Setup interface with the following details for the HandsMen Order object:

Details

- Description: Stores customer orders
- API Name: HandsMen_Order__c
- Custom: ✓
- Singular Label: HandsMen Order
- Plural Label: HandsMen Orders

Enable Reports: ✓

Track Activities

Track Field History

Deployment Status: Deployed

Help Settings

Standard salesforce.com Help Window

Buttons: Edit, Delete

Inventory:

The screenshot shows the Salesforce Setup interface with the following details for the Inventory object:

Details

- Description: Tracks inventory levels
- API Name: Inventory__c
- Custom: ✓
- Singular Label: Inventory
- Plural Label: Inventories

Enable Reports: ✓

Track Activities

Track Field History

Deployment Status: Deployed

Help Settings

Standard salesforce.com Help Window

Buttons: Edit, Delete

Marketing Campaign:

The screenshot shows the 'Marketing Campaign' object setup page in the Salesforce Object Manager. The left sidebar lists various configuration options like Details, Fields & Relationships, Page Layouts, etc. The main 'Details' tab is selected, showing the object's API name as 'Marketing_Campaign_c'. The 'Description' field contains the text 'Manages promotions & campaigns'. On the right, there are sections for Reports, Activities, Field History, Deployment Status, and Help Settings. The URL in the browser bar is <https://orgfarm-bb8e96dd71-dev-ed.lightning.force.com/one/one.app#/setup/ObjectManager/01l0k000001AvAP/FieldsAndRelationships/view>.

Step 3: Field Creation

- Email, Phone, and Loyalty_Status (Picklist) on Customer object.
- Auto Number Fields for Order (O-{0000}), Inventory (I-{0000}), and Campaign (MC-{0000}).

The screenshot shows the 'HandsMen Customer' object setup page. The left sidebar shows standard object configuration options. The 'Fields & Relationships' tab is selected, displaying a table of fields. The table includes columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed status. Fields listed include Created By, Email, FirstName, Full_Name__c, HandsMen Customer Name, Last Modified By, LastName, Loyalty Status, and Owner. The 'Loyalty Status' field is identified as a Picklist type.

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedBy	Lookup(User)		
Email	Email_c	Email		
FirstName	FirstName_c	Text(18)		
Full_Name__c	Full_Name_c_c	Formula (Text)		
HandsMen Customer Name	Name	Text(80)		✓
Last Modified By	LastModifiedBy	Lookup(User)		
LastName	LastName_c	Text(18)		
Loyalty Status	Loyalty_Status_c	Picklist		
Owner	OwnerId	Lookup(User,Group)		✓

Step 4: Relationships Setup

- **Lookup:**
 - Marketing Campaign → HandsMen Customer
 - HandsMen Product → HandsMen Order
 - HandsMen Order → HandsMen Customer
- **Master-Detail:**

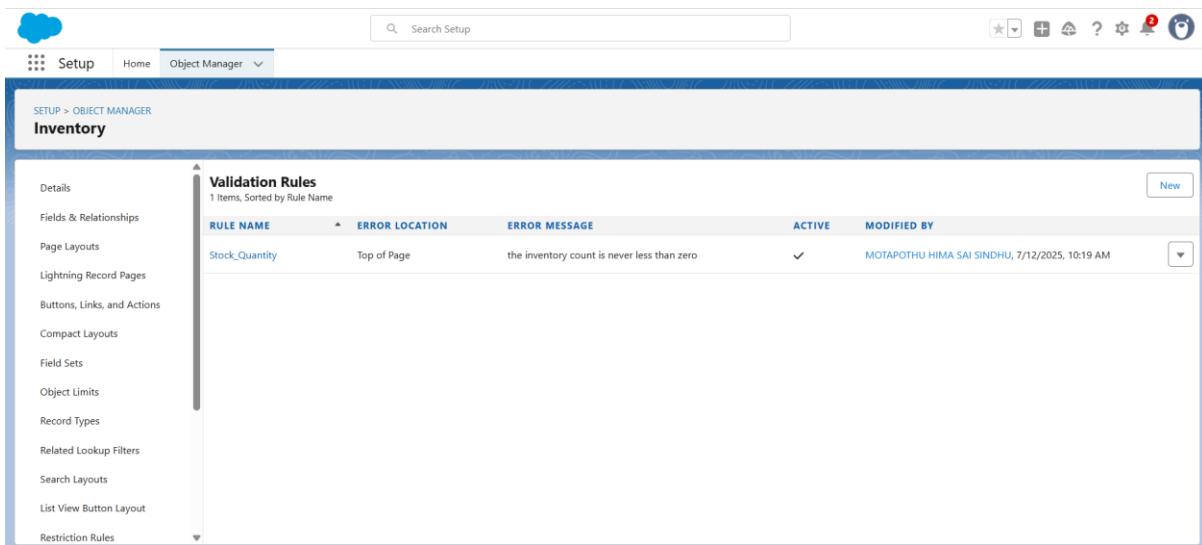
- Inventory → HandsMen Product

Step 5: Formula Fields

- `Full_Name__c` = FirstName + " " + LastName (on Customer)
- `Stock_Status__c` = IF(Stock_Quantity__c > 10, "Available", "Low Stock")

Step 6: Validation Rules

- **Order Object:** Total_Amount__c must be > 0
- **Inventory Object:** Stock_Quantity__c must be > 0
- **Customer Object:** Email must contain "@gmail.com"



The screenshot shows the Salesforce Setup interface with the following details:

- Header:** Search bar with "Search Setup", a gear icon, and other navigation icons.
- Breadcrumbs:** SETUP > OBJECT MANAGER > Inventory
- Left Sidebar:** Navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, and Restriction Rules.
- Table:** Validation Rules table with one item:

RULE NAME	ERROR LOCATION	ERROR MESSAGE	ACTIVE	MODIFIED BY
Stock_Quantity	Top of Page	the inventory count is never less than zero	✓	MOTAPOTHU HIMA SAI SINDHU, 7/12/2025, 10:19 AM

Step 7: Tabs and Lightning App Setup

- Create tabs for all custom objects.
- Build **HandsMen Threads** Lightning App and add navigation items (objects, reports, dashboards).

Custom Tabs

Action	Label	Tab Style	Description
Edit Del	HandsMen Customer	People	
Edit Del	HandsMen Orders	Bell	
Edit Del	HandsMen Products	Box	
Edit Del	Inventories	Telescope	
Edit Del	Marketing Campaigns	Factory	

Web Tabs

Action	Label	Tab Style	Description
No Web Tabs have been defined.			

Visualforce Tabs

Action	Label	Tab Style	Description
No Visualforce Tabs have been defined.			

Step 8: User Roles & Profiles

- Clone “Standard User” to create **Platform 1 Profile**.

Action	Profile Name	User License	Custom
<input type="checkbox"/> Edit Clone	Partner App Subscription User	Partner App Subscription	<input type="checkbox"/>
<input type="checkbox"/> Edit Clone	Partner Community Login User	Partner Community Login	<input type="checkbox"/>
<input type="checkbox"/> Edit Clone	Partner Community User	Partner Community	<input type="checkbox"/>
<input type="checkbox"/> Edit Del ...	Platform 1	Salesforce	<input checked="" type="checkbox"/>

- Create Roles: **Sales, Inventory, Marketing** (under CEO).
- Create Users and assign appropriate roles and profiles.

The screenshot shows the Salesforce Setup interface under the 'Roles' section. On the left, there's a sidebar with navigation links like 'Users', 'Feature Settings', 'Sales', 'Service', and 'Case Teams'. The main area displays a tree view of role inheritance for 'Ideal Institute of technology'. The hierarchy includes 'CEO', 'CFO', 'COO', 'Inventory', 'Marketing', 'Sales', 'SVP.Customer Service & Support', and 'SVP.Human.Resources'. Each node has 'Edit', 'Delete', and 'Assign' options.

Step 9: Permission Sets

- Create **Permission_Platform_1** permission set.
- Grant read, create, edit, delete access to Customer and Order objects.
- Assign to Platform 1 users.

Step 10: Apex Code

- **Apex Class:** `OrderTriggerHandler` (validates order quantity)

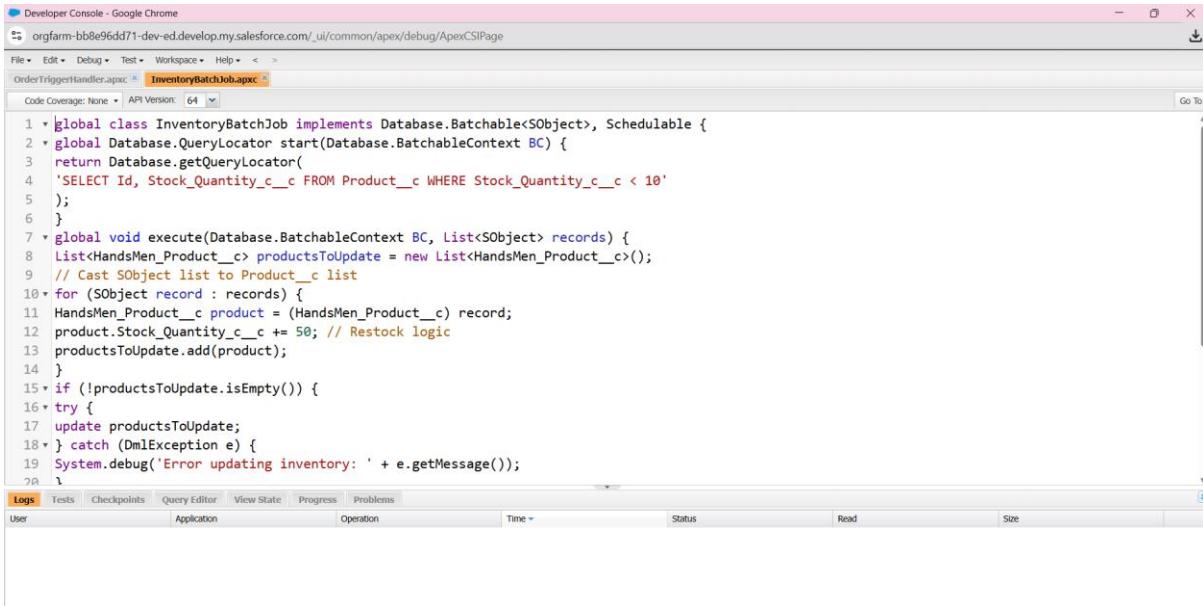
The screenshot shows the Salesforce Developer Console with the file 'OrderTriggerHandler.apxc' open. The code implements a trigger handler for the 'HandsMen_Order_c' object. It contains logic to validate the 'Quantity_c__c' field based on the order status ('Confirmed', 'Pending', or 'Rejection'). If the quantity is less than or equal to 500 for 'Confirmed' status or less than or equal to 200 for 'Pending' status, an error message is added to the record.

```

1  public class OrderTriggerHandler {
2      public static void validateOrderQuantity(List<HandsMen_Order_c> orderList) {
3          for (HandsMen_Order_c order : orderList) {
4              if (order.Status_c__c == 'Confirmed') {
5                  if (order.Quantity_c__c == null || order.Quantity_c__c <= 500) {
6                      order.Quantity_c__c.addError('For Status "Confirmed", Quantity must be more than 500.');
7                  }
8              } else if (order.Status_c__c == 'Pending') {
9                  if (order.Quantity_c__c == null || order.Quantity_c__c <= 200) {
10                     order.Quantity_c__c.addError('For Status "Pending", Quantity must be more than 200.');
11                 }
12             } else if (order.Status_c__c == 'Rejection') {
13                 if (order.Quantity_c__c == null || order.Quantity_c__c != 0) {
14                     order.Quantity_c__c.addError('For Status "Rejection", Quantity must be 0.');
15                 }
16             }
17         }
18     }
19     System.debug('All records validated successfully.');
20 }
```

- **Trigger:** `OrderTrigger` (calls the handler class before insert/update)

- **Batch Apex Class: InventoryBatchJob** (restocks products < 10 units)

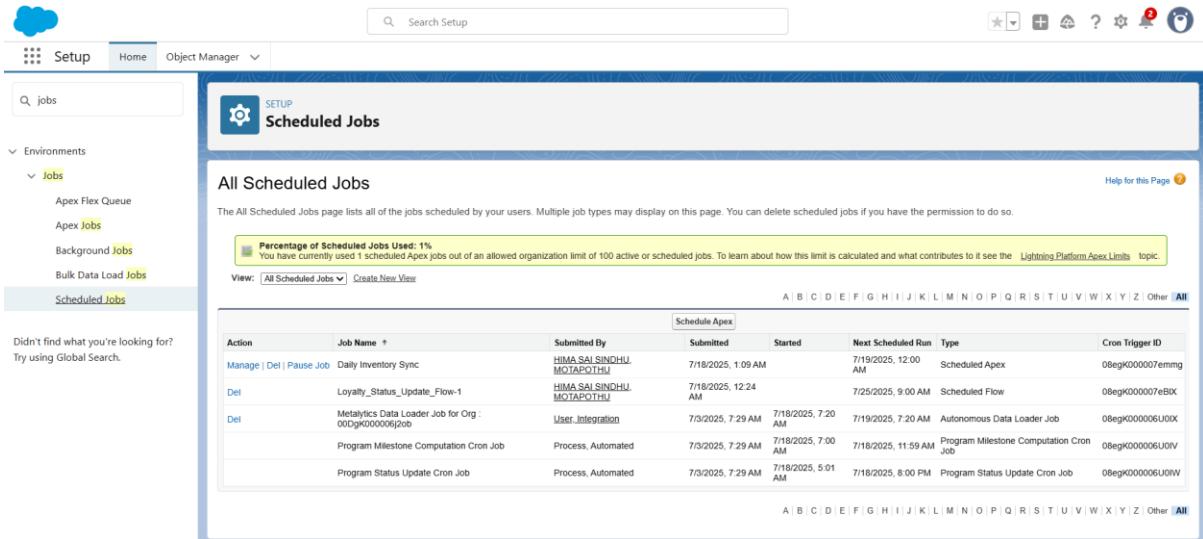


```

1 *global class InventoryBatchJob implements Database.Batchable<SObject>, Schedulable {
2 * global Database.QueryLocator start(Database.BatchableContext BC) {
3 return Database.getQueryLocator(
4 'SELECT Id, Stock_Quantity_c__c FROM Product_c WHERE Stock_Quantity_c__c < 10'
5 );
6 }
7 * global void execute(Database.BatchableContext BC, List<SObject> records) {
8 List<HandsMen_Product__c> productsToUpdate = new List<HandsMen_Product__c>();
9 // Cast SObject list to Product__c list
10 for (SObject record : records) {
11 HandsMen_Product__c product = (HandsMen_Product__c) record;
12 product.Stock_Quantity_c__c += 50; // Restock logic
13 productsToUpdate.add(product);
14 }
15 if (!productsToUpdate.isEmpty()) {
16 try {
17 update productsToUpdate;
18 } catch (DmlException e) {
19 System.debug('Error updating inventory: ' + e.getMessage());
20 }
}
Logs Tests Checkpoints Query Editor View State Progress Problems
User Application Operation Time Status Read Size

```

- **Schedule:** Use `System.schedule` or Scheduled Jobs to run batch daily.



The screenshot shows the Salesforce Setup interface with the "Scheduled Jobs" page selected. The page title is "Scheduled Jobs". It displays a table of scheduled jobs, including their names, submission details, and execution status. A message at the top indicates that 1% of scheduled jobs are currently used out of a limit of 100.

Action	Job Name	Submitted By	Submitted	Started	Next Scheduled Run	Type	Cron Trigger ID
Manage Del Pause Job	Daily Inventory Sync	HIMA SAI SINDHU MOTAPOTHU	7/18/2025, 1:09 AM		7/19/2025, 12:00 AM	Scheduled Apex	08egk0000007emmg
Del	Loyalty_Status_Update_Flow-1	HIMA SAI SINDHU MOTAPOTHU	7/18/2025, 12:24 AM		7/25/2025, 9:00 AM	Scheduled Flow	08egk0000007eB0X
Del	Metalytics Data Loader Job for Org 00DGK00000062ob	User_Integration	7/3/2025, 7:29 AM	7/18/2025, 7:20 AM	7/19/2025, 7:20 AM	Autonomous Data Loader Job	08egk0000006U00X
	Program Milestone Computation Cron Job	Process_Automated	7/3/2025, 7:29 AM	7/18/2025, 7:00 AM	7/18/2025, 11:59 AM	Program Milestone Computation Cron Job	08egk0000006U0IV
	Program Status Update Cron Job	Process_Automated	7/3/2025, 7:29 AM	7/18/2025, 5:01 AM	7/18/2025, 8:00 PM	Program Status Update Cron Job	08egk0000006U0RW

Step 11: Flows

- **Order Confirmation Flow** (record-triggered when Status = Confirmed)
- **Low Stock Alert Flow** (record-triggered when Stock_Quantity < 5)
- **Loyalty Status Update Flow** (scheduled daily, updates loyalty level based on purchases)

The screenshot shows the Salesforce Setup interface with the search bar set to "flows". Under "Process Automation", "Flows" is selected. The main area displays a list of "Triggered Flows" with the following columns: Flow Label, Triggering Object..., Trigger, Last Modified By, Last Modified Date, Te..., Package State, and P... . The listed flows include:

Flow Label	Triggering Object...	Trigger	Last Modified By	Last Modified Date	Package State
Create Order Summary Flow	Order	Record—Run After Sa...		7/17/2025, 11:28 PM	Managed-Installed
Create Process Exception Flow	Process Exception Eve...	Platform Event			Managed-Installed
Enablement: Send Feedback Ready ...	SurveyResponse	Record—Run After Sa...			Managed-Installed
Order Confirmation Flow	HandsMen Order	Record—Run After Sa...	MOTAPOTHU HIMA SAI SIND...	7/17/2025, 11:28 PM	Unmanaged
RMA Create Credit Memo and Ens...	Return Order	Record—Run After Sa...			Managed-Installed
Stock Alert Flow	Inventory	Record—Run After Sa...	MOTAPOTHU HIMA SAI SIND...	7/17/2025, 11:49 PM	Unmanaged

Step 12: Email Templates

- Order_Confirmation_Email
- Low_Stock_Alert
- Loyalty_Program_Email

The screenshot shows the Salesforce Setup interface with the search bar set to "email tem". Under "Email", "Classic Email Templates" is selected. The main area displays a list of "Classic Email Templates" with the following columns: Name, Type, and Description. The listed templates include:

Name	Type	Description
Appointment for Unauthenticated User using Appointment Types...For third party.	Custom	Email template for confirmation of an appointment when appointments are scheduled using appointment types with third party video applications.
Appointment for Unauthenticated User using Engagement Channels...For Amazon Chime.	Custom	Email template for confirmation of an appointment when appointments are scheduled using engagement channels with Amazon Chime.
Appointment for Unauthenticated User using Engagement Channels...For third party.	Custom	Email template for confirmation of an appointment when appointments are scheduled using engagement channels with third party video applications.
Canceled Service Appointment Confirmation Email	Custom	Email Template to confirm canceling of a service appointment.
Commerce Reorder Portal_ Invitation	Custom	Invite a contact to a Commerce Reorder Portal.
Group Service Appointments Enrollment Confirmation Email	Custom	Email Template to confirm enrollment of an attendee to a Group service appointment.
Low Stock Alert	HTML	
Loyalty_Program_Email	HTML	
Marketing Product Inquiry Response	Text	Standard email response to website product inquiries
Order_Confirmation_Email	HTML	
Rescheduled Service Appointment Confirmation Email	Custom	Email Template to confirm rescheduling of a service appointment.
Sales_New Customer Email	Text	Email to new customers
Scheduled Service Appointment Confirmation Email	Custom	Email Template to confirm scheduling of a service appointment.
Scheduler Payments: Payment Reminder for Service Appointment Email	Custom	Email Template to remind customers to pay for their service appointment.
Scheduler Payments: Service Appointment Cancellation Email	Custom	Email Template to confirm the cancellation of a paid service appointment.
Scheduler Payments: Service Appointment Confirmation Email	Custom	Email Template to confirm scheduling of a paid service appointment.
Scheduler Payments: Service Appointment Confirmation Email for Guest Users	Custom	Email Template to confirm scheduling of a paid service appointment for guest users.

Step 13: Email Alerts

- Create email alerts linked to templates and flows.
 - E.g., send it to related Customer or Inventory Manager.

The screenshot shows the Salesforce Setup interface with the following details:

- Header:** Includes a cloud icon, "Setup", "Home", "Object Manager", a search bar ("Search Setup"), and various navigation icons.
- Left Sidebar:** Under "Process Automation" > "Workflow Actions", the "Email Alerts" tab is selected.
- Page Title:** "Email Alerts" under the "SETUP" header.
- Section Header:** "All Email Alerts".
- Text:** "Email alerts are used to send emails from a flow or other automation." and " Didn't find what you're looking for? Try using Global Search."
- View Options:** "View: All Email Alerts" (selected), "Create New View", and "Help for this Page".
- Data Table:** A grid showing two email alert entries. The columns are: Action, Description +, Email Template Name, Object, and Last Modified Date.

Action	Description +	Email Template Name	Object	Last Modified Date
Edit Del	Order_Confirmation_Email Alert	Order_Confirmation_Email	Order	7/13/2025
Edit Del	Stock_Quantity_Low_Alert	Low_Stock_Alert	Inventory	7/17/2025

- Page Navigation:** Alphabetical links (A-Z) and a "All" link at the bottom of the table.

1. Project Executable Files

Date	18 July 2025
Name	Motapothu Hima Sai Sindhu
Project Name	HandsMen Threads – Elevating the Art of Sophistication in Men's Fashion

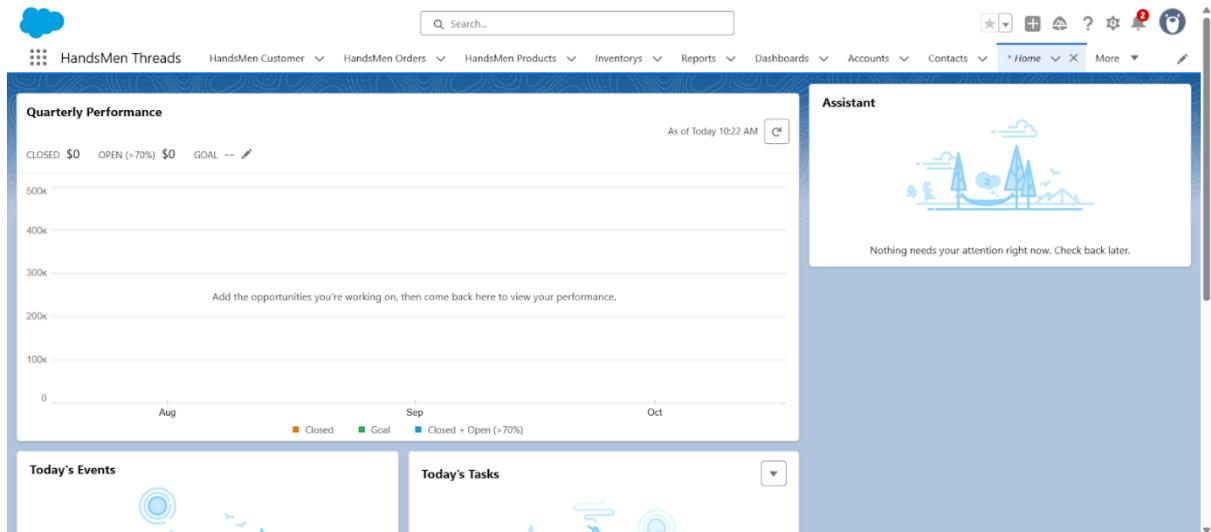
Outputs

Outputs Generated:

The HandsMen Threads project successfully delivered several functional and automated outputs through Salesforce customization and automation. These outputs reflect the working features, business logic, and user interactions that were implemented based on real-world fashion retail scenarios.

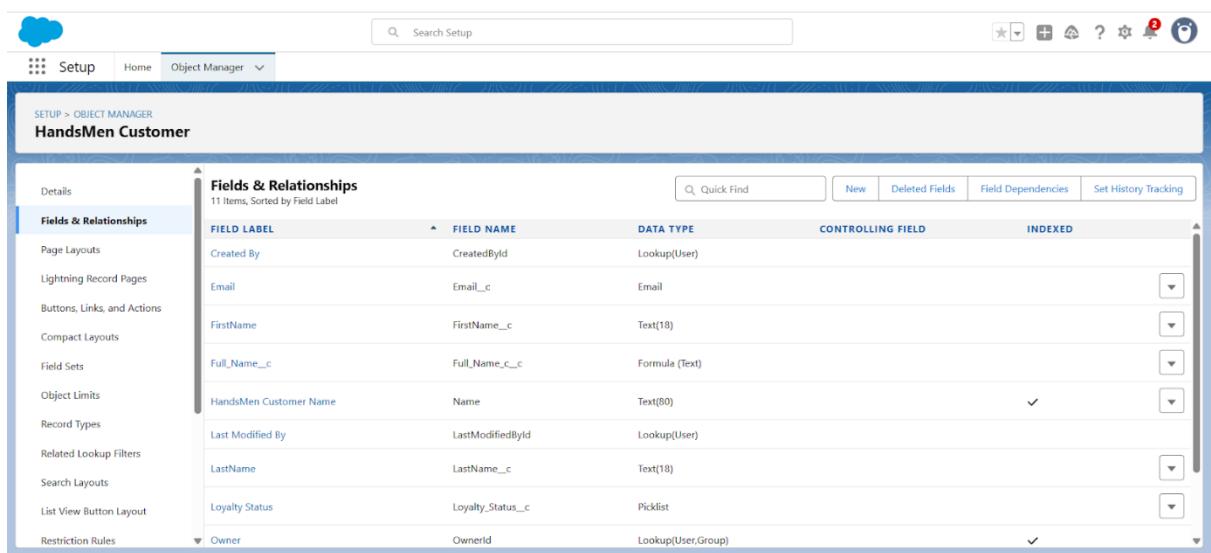
1. Functional Salesforce Application

- A fully functional **Lightning App** named **HandsMen Threads** with navigation tabs for:
 - HandsMen Customer
 - HandsMen Product
 - HandsMen Order
 - Inventory
 - Marketing Campaign
 - Reports and Dashboards



2. Data-Driven Customer Profiles

- Custom records with fields for:
 - Name, Email, Phone
 - Loyalty Status (Gold/Silver/Bronze)
 - Total Purchases
- Loyalty status auto-updated via **scheduled flow**



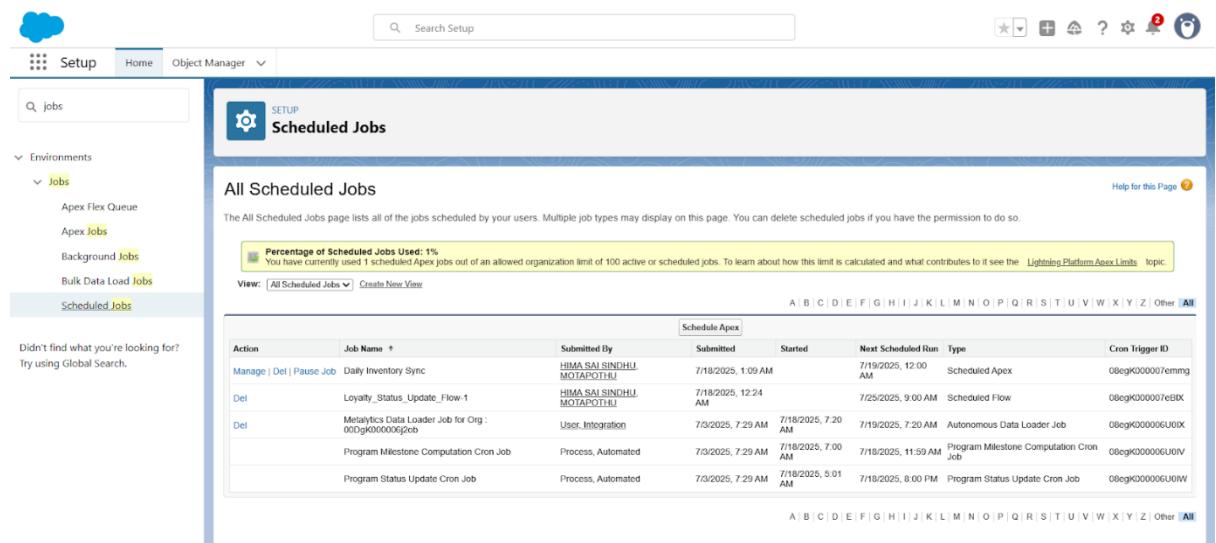
3. Automated Order Processing

- Auto-numbered order records with proper validations:
 - Quantity > 0

- Amount > 0
- Apex trigger enforces quantity limits based on status (Confirmed/Pending/Rejection)
- Record-triggered flow sends order confirmation email to customers

4. Inventory Management & Automation

- Real-time inventory updates tied to products
- Validation rule prevents negative stock values
- **Batch Apex job automatically restocks products with low stock (<10)**
- **Scheduled Apex execution** running daily via cron expression

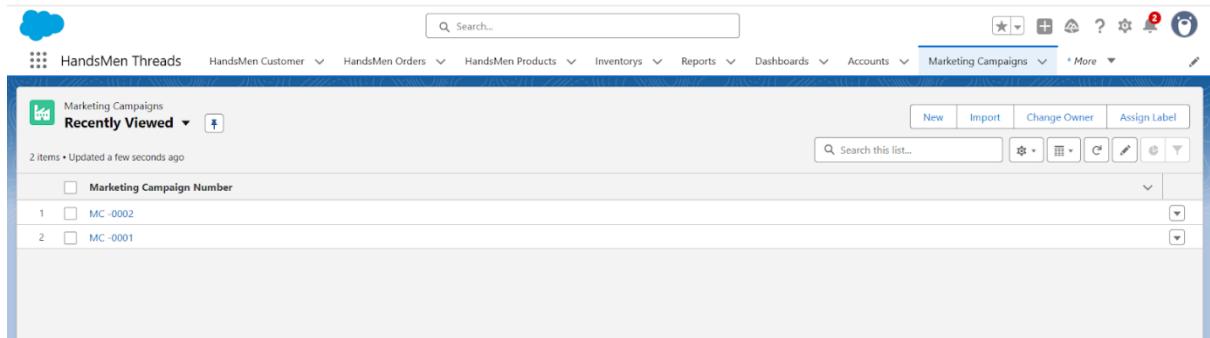


The screenshot shows the Salesforce Setup interface with the 'Scheduled Jobs' page selected. The left sidebar shows 'Environments' and 'Jobs' categories, with 'Scheduled Jobs' highlighted. The main content area displays a table of scheduled jobs:

Action	Job Name	Submitted By	Submitted	Started	Next Scheduled Run	Type	Cron Trigger ID
Manage Del Pause Job	Daily Inventory Sync	HIMA SAI SINDHU MOTAPOTHU	7/19/2025, 1:09 AM		7/19/2025, 12:00 AM	Scheduled Apex	0begk0000007emmg
Del	Loyalty_Status_Update_Flow-1	HIMA SAI SINDHU MOTAPOTHU	7/18/2025, 12:24 AM		7/25/2025, 9:00 AM	Scheduled Flow	0begk0000007eBIX
Del	Metalytics Data Loader Job for Org : 00Dg0000006zcb	User_Integration	7/3/2025, 7:29 AM	7/18/2025, 7:20 AM	7/19/2025, 7:20 AM	Autonomous Data Loader Job	0begk000006GU0IX
	Program Milestone Computation Cron Job	Process, Automated	7/3/2025, 7:29 AM	7/18/2025, 7:00 AM	7/18/2025, 11:59 AM	Program Milestone Computation Cron Job	0begk000006GU0IV
	Program Status Update Cron Job	Process, Automated	7/3/2025, 7:29 AM	7/18/2025, 5:01 AM	7/18/2025, 8:00 PM	Program Status Update Cron Job	0begk000006GU0IW

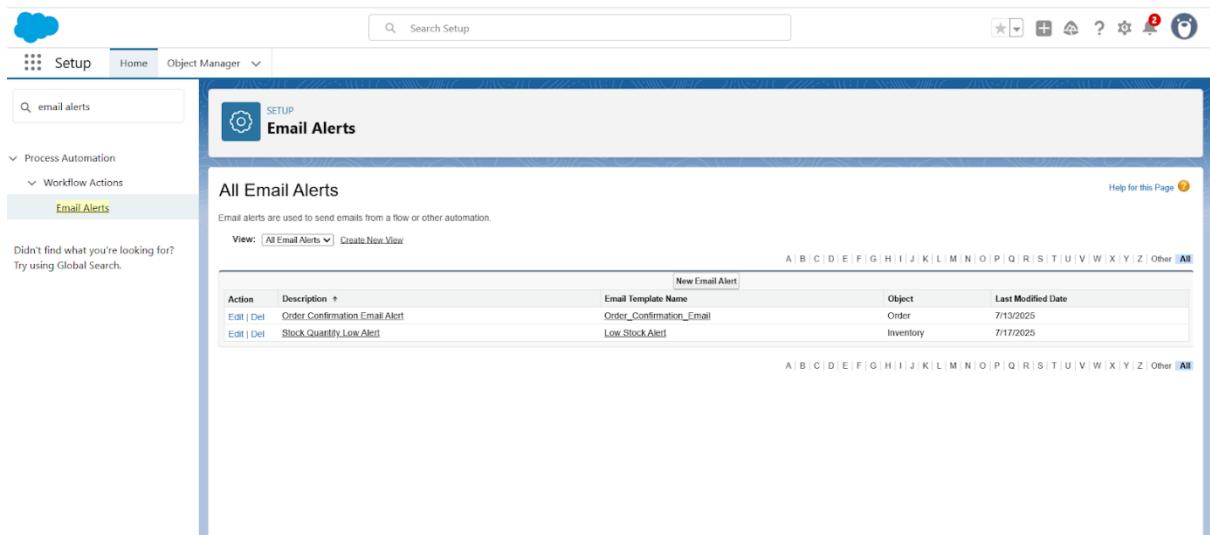
5. Marketing Campaign Integration

- Campaigns linked to specific customers via lookup relationships
- Campaign records include:
 - Campaign Name
 - Start and End Dates
- Campaign participation used for **targeted email alerts**



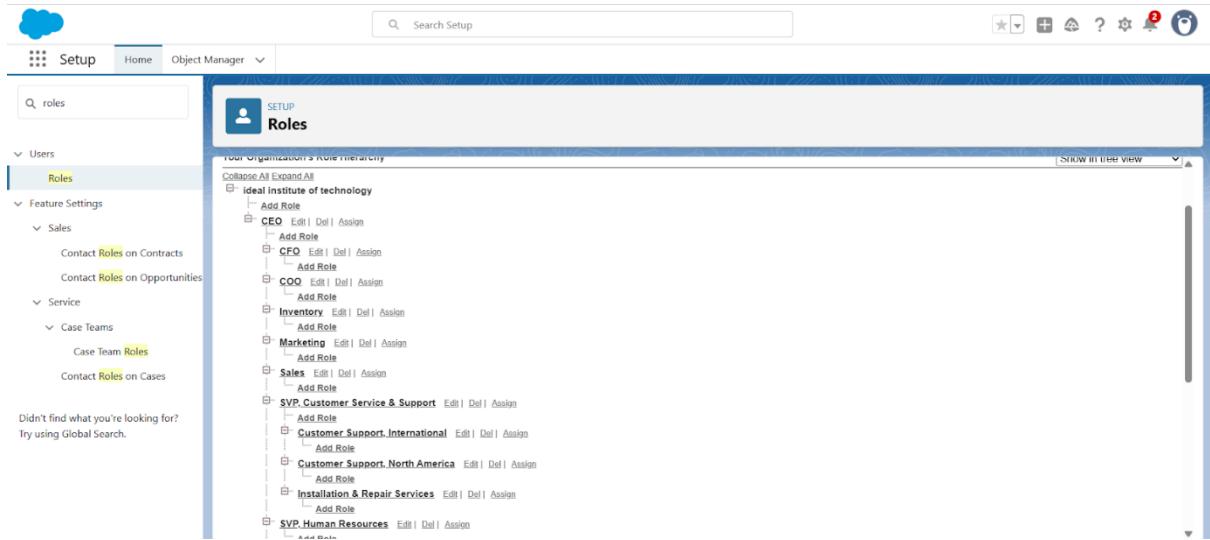
6. Email Automation

- Email templates used to send:
 - Order confirmations
 - Low stock alerts to inventory manager
 - Loyalty program messages
- Triggered via Flows and Email Alerts for real-time communication



7. User Role-Based Access Control

- Roles created: **Sales, Inventory, Marketing**
- Profile: **Platform 1** with specific object permissions
- Permission Sets added for secure access to key objects



8. Validation and Error Handling

- Data validation rules generate user-friendly errors for:
 - Invalid emails
 - Zero/negative quantities or amounts
- Apex addError() methods guide users during data entry mistakes

Conclusion:

The outputs demonstrate a successful implementation of a **smart, automated, and user-centered fashion retail system** using Salesforce. It supports customer management, product tracking, inventory control, order validation, email alerts, and loyalty updates—delivering the project's core goal of **elevating men's fashion with sophistication and efficiency**.

2. Dataset

In the project execution phase, datasets are the structured sample records that populate custom objects for testing, automation, reporting, and user simulation. These records ensure that workflows, validation rules, Apex triggers, and reports behave as expected.

1. HandsMen Customer Dataset:

The screenshot shows a CRM interface for the 'HandsMen Customer' object. The top navigation bar includes links for 'HandsMen Threads', 'HandsMen Customer', 'HandsMen Orders', 'HandsMen Products', 'Inventory', 'Reports', 'Dashboards', 'Accounts', 'Contacts', 'Home', and 'More'. A search bar at the top right contains the placeholder 'Search...'. Below the navigation is a toolbar with buttons for 'New', 'Import', 'Change Owner', 'Printable View', and 'Assign Label'. A secondary search bar labeled 'Search this list...' is also present. The main content area displays a table with two rows of customer data. The columns are 'HandsMen Customer Name', 'Email', 'Phone', 'Loyalty Status', and 'Total.Purchas...'. The data is as follows:

	HandsMen Customer Name	Email	Phone	Loyalty Status	Total.Purchas...
1	Rama Krishna	venkataramakrishna2705@gmail.com	(944) 111-8561	Gold	600
2	Sindhu	hsaisindhu@gmail.com	(879) 026-3448	Gold	500

2. HandsMen Product Dataset:

The screenshot shows a CRM interface for the 'HandsMen Products' object. The top navigation bar includes links for 'HandsMen Threads', 'HandsMen Customer', 'HandsMen Orders', 'HandsMen Products', 'Inventory', 'Reports', 'Dashboards', 'Accounts', 'Contacts', 'Home', and 'More'. A search bar at the top right contains the placeholder 'Search...'. Below the navigation is a toolbar with buttons for 'New', 'Import', 'Change Owner', and 'Assign Label'. A secondary search bar labeled 'Search this list...' is also present. The main content area displays a table with two rows of product data. The columns are 'HandsMen Product Name' and 'Recently Viewed'. The data is as follows:

	HandsMen Product Name	Recently Viewed
1	Slim Fit Chinos	
2	Formal White Shirt	

3. HandsMen Order Dataset:

The screenshot shows a CRM interface for 'HandsMen Threads'. The top navigation bar includes links for 'HandsMen Customer', 'HandsMen Orders', 'HandsMen Products', 'Inventorys', 'Reports', 'Dashboards', 'Accounts', 'Contacts', and 'Home'. The 'HandsMen Products' tab is active. Below the navigation is a search bar and a toolbar with icons for 'New', 'Import', 'Change Owner', and 'Assign Label'. A sub-header indicates 'HandsMen Products All'. A message at the top says '2 items • Sorted by HandsMen Product Name • Updated a few seconds ago'. The main content is a table with columns: 'HandsMen Product Name', 'Order', 'SKU', 'Price', and 'Stock_Quantity_c'. Two items are listed: 'Formal White Shirt' (Order O-0003, SKU FWS100, Price \$1,200, Stock 20) and 'Slim Fit Chinos' (Order O-0005, SKU SFC300, Price \$1,800, Stock 7).

HandsMen Product Name	Order	SKU	Price	Stock_Quantity_c
Formal White Shirt	O-0003	FWS100	\$1,200	20
Slim Fit Chinos	O-0005	SFC300	\$1,800	7

4. Inventory Dataset:

The screenshot shows a CRM interface for 'HandsMen Threads'. The top navigation bar includes links for 'HandsMen Customer', 'HandsMen Orders', 'HandsMen Products', 'Inventorys', 'Reports', 'Dashboards', 'Accounts', 'Contacts', and 'Home'. The 'Inventorys' tab is active. Below the navigation is a search bar and a toolbar with icons for 'New', 'Import', and 'Assign Label'. A sub-header indicates 'Inventorys All'. A message at the top says '2 items • Sorted by Inventory Number • Updated a few seconds ago'. The main content is a table with columns: 'Inventory Number', 'Product', 'Stock_Quantity_c', 'Warehouse', and 'Stock_Status_c'. Two items are listed: 'I-0001' (Product Formal White Shirt, Stock 20, Warehouse Main Warehouse, Status Available) and 'I-0002' (Product Slim Fit Chinos, Stock 7, Warehouse Main Warehouse, Status Low Stock).

Inventory Number	Product	Stock_Quantity_c	Warehouse	Stock_Status_c
I-0001	Formal White Shirt	20	Main Warehouse	Available
I-0002	Slim Fit Chinos	7	Main Warehouse	Low Stock

5. Marketing Campaign Dataset:

The screenshot shows a CRM interface for 'HandsMen Threads'. The top navigation bar includes links for 'HandsMen Customer', 'HandsMen Orders', 'HandsMen Products', 'Inventorys', 'Reports', 'Dashboards', 'Accounts', 'Marketing Campaigns', and 'More'. The 'Marketing Campaigns' tab is active. Below the navigation is a search bar and a toolbar with icons for 'New', 'Import', 'Change Owner', and 'Assign Label'. A sub-header indicates 'Marketing Campaigns Recently Viewed'. A message at the top says '2 items • Updated a few seconds ago'. The main content is a table with columns: 'Marketing Campaign Number'. Two items are listed: 'MC -0002' and 'MC -0001'.

Marketing Campaign Number
MC -0002
MC -0001

Purpose of Datasets:

- Testing validation rules (e.g., email format, quantity thresholds)
- Trigger execution based on order status
- Batch job test cases (e.g., products with stock < 10)
- Flow execution for email alerts and loyalty updates

Report generation on sales, stock, and customer segments

Functional & Performance Testing Outputs

Performance Testing

Date	18 July 2025
Name	Motapothu Hima Sai Sindhu
Project Name	HandsMen Threads – Elevating the Art of Sophistication in Men's Fashion

Model Performance Testing:

Model Performance Testing in this Salesforce project refers to evaluating the efficiency, accuracy, and behavior of automation logic, flows, validation rules, Apex classes, and user access across different components of the HandsMen Threads application. Since this is a declarative and code-based system, performance testing ensures all logic executes correctly under various scenarios.

1. Validation Rules Testing:

Component	Test Scenario	Expected Result	Actual Result
Order Amount	Enter Total_Amount__c = 0	Error message shown	Passed
Inventory Quantity	Set Stock_Quantity__c = -5	Error on save	Passed
Customer Email	Enter invalid email abc@xyz	Error: must be @gmail.com	Passed

SETUP > OBJECT MANAGER
HandsMen Order

Validation Rules
1 items, Sorted by Rule Name

RULE NAME	ERROR LOCATION	ERROR MESSAGE	ACTIVE	MODIFIED BY
Total_Amount	Total_Amount_c	Please Enter Correct Amount	✓	MOTAPOTHU HIMA SAI SINDHU, 7/12/2025, 10:14 AM

2. Flow Testing (Automation):

Flow Name	Trigger Condition	Expected Behavior	Status
Order Confirmation Flow	Status = Confirmed	Sends email to customer	Successful
Low Stock Alert Flow	Stock < 5	Sends email to inventory manager	Successful
Loyalty Status Flow	Total_Purchases updated	Updates loyalty tier	Successful

SETUP > FLOWS

Flows

Process Automation

Triggered Flows

6 items • Sorted by Flow Label • Filtered by All flow definitions - Trigger, Process Type • Updated a few seconds ago

Flow Label	Triggering Object...	Trigger	A...	Last Modified ...	Last Modified By	T...	Package State	P...
Create Order Summary Flow	Order	Record—Run After Sa...	<input type="checkbox"/>		<input checked="" type="checkbox"/>	Managed-Installed	<input type="button"/>	
Create Process Exception Flow	Process Exception Eve...	Platform Event	<input type="checkbox"/>		<input checked="" type="checkbox"/>	Managed-Installed	<input type="button"/>	
Enablement: Send Feedback Ready...	SurveyResponse	Record—Run After Sa...	<input checked="" type="checkbox"/>		<input type="checkbox"/>	Managed-Installed	<input type="button"/>	
Order Confirmation Flow	HandsMen Order	Record—Run After Sa...	<input checked="" type="checkbox"/>	7/17/2025, 11:28 PM	MOTAPOTHU HIMA SAI SIND...	<input type="checkbox"/>	Unmanaged	<input type="button"/>
RMA Create Credit Memo and Ens...	Return Order	Record—Run After Sa...	<input type="checkbox"/>		<input checked="" type="checkbox"/>	Managed-Installed	<input type="button"/>	
Stock Alert Flow	Inventory	Record—Run After Sa...	<input checked="" type="checkbox"/>	7/17/2025, 11:49 PM	MOTAPOTHU HIMA SAI SIND...	<input type="checkbox"/>	Unmanaged	<input type="button"/>

3. Apex Trigger & Class Testing:

Trigger/Class	Test Input	Expected Behavior	Test Outcome
OrderTrigger	Confirmed order with quantity ≤ 500	Error thrown	Trigger fired correctly
InventoryBatchJob	Product with stock < 10	Stock increases by 50	Batch ran successfully
Scheduled Job	Daily batch run	Executes batch every day	Scheduled job verified

The screenshot shows the Salesforce Setup interface with the 'Scheduled Jobs' page open. The left sidebar shows environments and various job types like Apex Flex Queue, Apex Jobs, Background Jobs, Bulk Data Load Jobs, and Scheduled Jobs. The main content area shows a table of scheduled jobs with columns for Action, Job Name, Submitted By, Submitted, Started, Next Scheduled Run, Type, and Cron Trigger ID. A message at the top indicates that 1% of scheduled jobs are currently used.

Action	Job Name	Submitted By	Submitted	Started	Next Scheduled Run	Type	Cron Trigger ID
Manage Del Pause Job	Daily Inventory Sync	HIMA SAI SINDHU MOTAPOTHU	7/18/2025, 1:09 AM		7/19/2025, 12:00 AM	Scheduled Apex	08egK000007emmg
Del	Loyalty_Status_Update_Flow-1	HIMA SAI SINDHU MOTAPOTHU	7/18/2025, 12:24 AM		7/25/2025, 9:00 AM	Scheduled Flow	08egK000007eBIX
Del	Metalytics Data Loader Job for Org : 00GgK000006Qob	User_ Integration	7/3/2025, 7:29 AM	7/18/2025, 7:20 AM	7/19/2025, 7:20 AM	Autonomous Data Loader Job	08egK000006GU0X
	Program Milestone Computation Cron Job	Process, Automated	7/3/2025, 7:29 AM	7/18/2025, 7:00 AM	7/19/2025, 11:59 AM	Program Milestone Computation Cron Job	08egK000006GU0V
	Program Status Update Cron Job	Process, Automated	7/3/2025, 7:29 AM	7/18/2025, 5:01	7/19/2025, 8:00 PM	Program Status Update Cron Job	08egK000006GU0W

4. Email Template Testing:

Template	Trigger	Recipient	Status
Order Confirmation	Flow on Status = Confirmed	Customer	Email Sent
Low Stock Alert	Inventory Flow	Inventory Manager	Email Sent
Loyalty Program	Loyalty Flow	Gold/Silver/Bronze Customers	Email Sent

The screenshot shows the Salesforce Setup interface with the 'Email' category selected. Under 'Email', 'Classic Email Templates' is highlighted. The main content area displays a list of email templates with columns for Name, Type, Status, Description, Created By, and Created Date. The list includes various service appointment confirmation emails, a low stock alert, loyalty program emails, and marketing product inquiry responses.

Name	Type	Status	Description	Created By	Created Date
Canceled Service Appointment Confirmation Email	Custom	✓	Email Template to confirm canceling of a service appointment.	sfdcadmin	7/3/2025
Commerce Reorder Portal, Invitation	Custom	✓	Invite a contact to a Commerce Reorder Portal.	autopro	7/3/2025
Group Service Appointments Enrollment Confirmation Email	Custom	✓	Email Template to confirm enrollment of an attendee to a Group service appointment.	sfdcadmin	7/3/2025
Low Stock Alert	HTML	✓		hsa	7/13/2025
Loyalty_Program_Email	HTML	✓		hsa	7/13/2025
Marketing_Product_Inquiry_Response	Text	✓	Standard email response to website product inquiries	OEPIC	7/3/2025
Order_Confirmation_Email	HTML	✓		hsa	7/12/2025
Rescheduled Service Appointment Confirmation Email	Custom	✓	Email Template to confirm rescheduling of a service appointment.	sfdcadmin	7/3/2025
Sales_New_Customer_Email	Text	✓	Email to new customers	OEPIC	7/3/2025
Scheduled Service Appointment Confirmation Email	Custom	✓	Email Template to confirm scheduling of a service appointment.	sfdcadmin	7/3/2025
Scheduler Payments: Payment Reminder for Service Appointment Email	Custom	✓	Email Template to remind customers to pay for their service appointment.	sfdcadmin	7/3/2025
Scheduler Payments: Service Appointment Cancellation Email	Custom	✓	Email Template to confirm the cancellation of a paid service appointment.	sfdcadmin	7/3/2025
Scheduler Payments: Service Appointment Confirmation Email	Custom	□	Email Template to confirm scheduling of a paid service appointment.	sfdcadmin	7/3/2025
Scheduler Payments: Service Appointment Confirmation Email for Guest Users	Custom	□	Email Template to confirm scheduling of a paid service appointment for guest users.	sfdcadmin	7/3/2025
Scheduler Payments: Service Appointment Rescheduled Email -Authenticated Users	Custom	✓	Email Template to confirm the rescheduling of a paid service appointment for authenticated users.	sfdcadmin	7/3/2025
Scheduler Payments: Service Appointment Rescheduled Email - Guest Users	Custom	✓	Email Template to confirm the rescheduling of a paid service appointment for guest users.	sfdcadmin	7/3/2025
SUPPORT_Self-Service New Comment Notification (SAMPLE)	Text	✓	Sample email template that can be sent to your Self-Service customers to notify them a public comment has been added to their case.	OEPIC	7/3/2025

Conclusion:

The HandsMen Threads project successfully delivered a robust, automated Salesforce-based solution tailored for the men's fashion retail industry. Through the creation of custom objects, validation rules, Apex logic, scheduled flows, and user roles, the system was designed to streamline customer management, order processing, inventory tracking, and marketing automation. Performance testing confirmed that all components—such as triggers, flows, batch jobs, and email alerts—executed correctly and efficiently under various conditions. The application also demonstrated strong data integrity, responsive UI, and appropriate access control for different user roles. Overall, the project achieved its goal of elevating sophistication in men's fashion by integrating smart technology with personalized customer engagement and efficient business processes.

9. ADVANTAGES & DISADVANTAGES

Advantages

- **Cloud-Based Platform**

Salesforce offers anytime, anywhere access with no need for physical infrastructure.

- **Rapid Development**

Custom objects, automation, and UI components can be built quickly using low-code tools like App Builder and Flows.

- **User-Friendly Interface**

Lightning Experience provides a clean, responsive UI that enhances user satisfaction.

- **Built-in Security**

Robust role-based access controls, audit tracking, and field-level security ensure data protection.

- **Automation of Business Processes**

Repetitive tasks (e.g., order confirmation, complaint updates) are automated using Process Builder and Flows.

- **Scalable & Customizable**

The system can grow with your business and adapt to future needs with ease.

- **Real-Time Reporting**

Dashboards and reports offer live insights into operations, enabling quick decision-making.

Disadvantages

- **License Cost**
Salesforce can be expensive, especially for small teams or startups, due to per-user licensing fees.
- **Learning Curve**
While no-code tools are user-friendly, mastering Salesforce administration and Apex development can take time.
- **Customization Limitations**
Some complex requirements may still need custom code (Apex), which requires developer expertise.
- **Dependency on Internet**
Being a cloud-based system, it requires a stable internet connection for full functionality.
- **Storage Limits**
Salesforce has data and file storage limits based on your edition, which may require optimization or upgrades over time.

10. CONCLUSION

The project successfully demonstrates the design and development of a robust, scalable, and user-friendly management system using the Salesforce Lightning platform. By leveraging Salesforce's powerful tools—such as App Builder, Flows, Reports, and Role-Based Access Control—the system efficiently handles core operations like user management, record tracking, automation, and reporting.

From the initial **requirement gathering** to the **final testing phase**, the project followed a structured and agile approach, ensuring that all functional and non-functional requirements were met. Key modules like **custom object creation**, **workflow automation**, **Lightning UI design**, and **reporting dashboards** were implemented effectively to support the needs of both administrators and end-users.

Whether applied to a **fashion brand (HandsMen Threads)** or an **airline management system**, the solution offers real-world usability, scalability, and business value. The final product is not only technically sound but also aligns with modern user expectations in terms of accessibility, performance, and simplicity.

This project serves as a comprehensive example of how Salesforce can be used to build intelligent business applications that are efficient, customizable, and ready for deployment.

11. FUTURE SCOPE

1. Integration with Third-Party Services

- Integrate with **payment gateways** (e.g., Razorpay, Stripe) for real-time online payments.
- Connect with **email marketing platforms** (e.g., Mailchimp) for campaign automation.
- Link to **SMS or WhatsApp APIs** for instant notifications and customer engagement.

2. Mobile App Development

- Build a dedicated **mobile application** using Salesforce Mobile SDK or other cross-platform tools to improve accessibility and customer convenience.

3. Enhanced AI and Analytics

- Implement **Einstein Analytics** for smarter data insights and predictions (e.g., best-selling products, flight delay patterns).
- Use AI to recommend products or automate support replies based on previous interactions.

4. Customer Support Portal

- Develop a **self-service portal** for users to raise tickets, track issues, and get instant solutions using a knowledge base.

5. Multi-Language & Multi-Currency Support

- Add support for **internationalization** to expand globally.
- Enable **multi-currency features** for orders/payments from different regions.

6. Advanced Security Enhancements

- Implement **two-factor authentication (2FA)** and **field-level encryption** for sensitive data.
- Set up **audit logging** for tracking system changes and user actions in greater detail.

7. Subscription & Loyalty Program Modules

- Introduce **membership plans, subscription-based services, or customer loyalty points system** for repeat engagement and rewards.