

Project Design Phase

Proposed Solution

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Project Name	HandsMen Threads – Elevating the Art of Sophistication in Men’s Fashion

Objective of the Solution:

To build a centralized, cloud-based CRM system for fashion retailers that manages customers, orders, inventory, and marketing campaigns — using Salesforce — to improve operational efficiency, customer loyalty, and business scalability.

Solution Architecture Overview:

The proposed solution is implemented on the Salesforce Lightning Platform under a custom-built application named “HandsMen Threads.” This app uses a combination of custom objects, flows, dashboards, Apex triggers, validation rules, scheduled batch jobs, and access controls to streamline fashion retail operations like:

- Customer engagement
- Order processing
- Stock management
- Marketing execution
- Loyalty tracking

Proposed Solution Description:

The HandsMen Threads app is a Salesforce-powered CRM system built to solve the operational challenges of fashion businesses. It allows sales, inventory, and marketing teams to operate from a centralized cloud platform with real-time automation and insights.

HandsMen Customer Object: Stores contact, loyalty, and purchase data

HandsMen Product & Order Objects: Track catalog items and purchase history

Inventory Object: Manages stock levels with validation and scheduled restocking

Profiles, Roles, and Permission Sets: Ensure secure, role-specific access

Element	Explanation
Clarity	The solution clearly addresses operational inefficiencies in retail (orders, stock, loyalty).
Relevance	Tailored to fashion business needs — customer handling, stock control, campaign execution.
Feasibility	Built entirely with Salesforce’s low-code tools, Apex, and standard CRM features.
Effectiveness	Automates critical tasks, increases visibility, reduces delays, and boosts loyalty.
Innovation	Combines CRM with automation, scheduled flows, and loyalty updates — all in one cloud app.

Proposed Solution of Project “HandsMen Threads – CRM for Fashion Retail”:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Fashion retailers struggle with disconnected systems for handling customers, inventory, and sales. Manual operations cause delays, stock errors, and low customer retention.
2.	Idea / Solution description	A Salesforce CRM app that connects customers, orders, inventory, and marketing in one platform. It automates order flows, loyalty tracking, email alerts, stock restocking, and campaign performance reporting.
3.	Novelty / Uniqueness	Automates loyalty updates, stock validation, and order confirmation using flows and triggers. Combines customer management with inventory and campaign tracking in a single scalable CRM system
4.	Social Impact / Customer Satisfaction	Enhances service delivery, reduces stock issues, and improves customer loyalty. Teams collaborate better. Customers get timely responses and recognition, increasing satisfaction. And it satisfies the customer requirements and make sure and the users feedback requires for the essential part of the give.

5.	Business Model (Revenue Model)	Initially used for academic and internal retail process improvement. It can be offered to boutique retailers as a SaaS tool or through subscription-based access with optional premium modules (analytics, campaign tools, etc.)
6.	Scalability of the Solution	Easily scalable — supports more users, products, campaigns, and store locations using Salesforce's cloud infrastructure with minimal reconfiguration.