Project Design Phase
Solution Architecture

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

Solution Architecture:

The solution architecture defines how various system components — including **data model, user interface, process logic, automation, and security** — are structured and integrated using the **Salesforce Lightning Platform** to build a **scalable and efficient CRM system** for managing fashion retail operations.

Streamlined operations

Accurate data processing

Role-based collaboration

Real-time performance monitoring

making it ideal for **modernizing fashion retail management** and supporting future business expansion.

Core Components of the Architecture:

Component	Technology Used	Role in Solution
Frontend(UI Layer)	Salesforce Lightning App & Tabs	Provides an intuitive interface for users (sales team, marketing, inventory) to interact with customer, product, and campaign data.
Backend (Data & Logic)	Salesforce Custom Objects, Apex Triggers, Validation Rules, Flows	Handles storage and logic for customers, orders, inventory, and loyalty processing. Ensures accuracy and automation.
Integration Layer	Apex Classes, Scheduled Batch Jobs, Flows	Automates logic such as loyalty tier updates, stock restocking, and order validation.
Security Layer	Profiles, Roles, Permission Sets, Sharing Rules	Provides role-based access control, ensuring each department accesses only relevant data.
Reporting Layer	Salesforce Reports & Dashboards	Delivers real-time business insights including sales performance, stock levels, loyalty status, and campaign effectiveness.

Data Model (Custom Objects):

Object	Purpose
HandsMen Customer	Stores customer information including name, phone, email, and loyalty status.
HandsMen Product	Maintains catalog items including SKU, price, and stock quantity
HandsMen Order	Records purchase transactions with fields like order number, quantity, total amount, and status
Inventory	Tracks warehouse stock levels. Supports validation rules and batch jobs to prevent understocking.
Marketing Campaign	Stores campaign details like start date, end date, and campaign name.
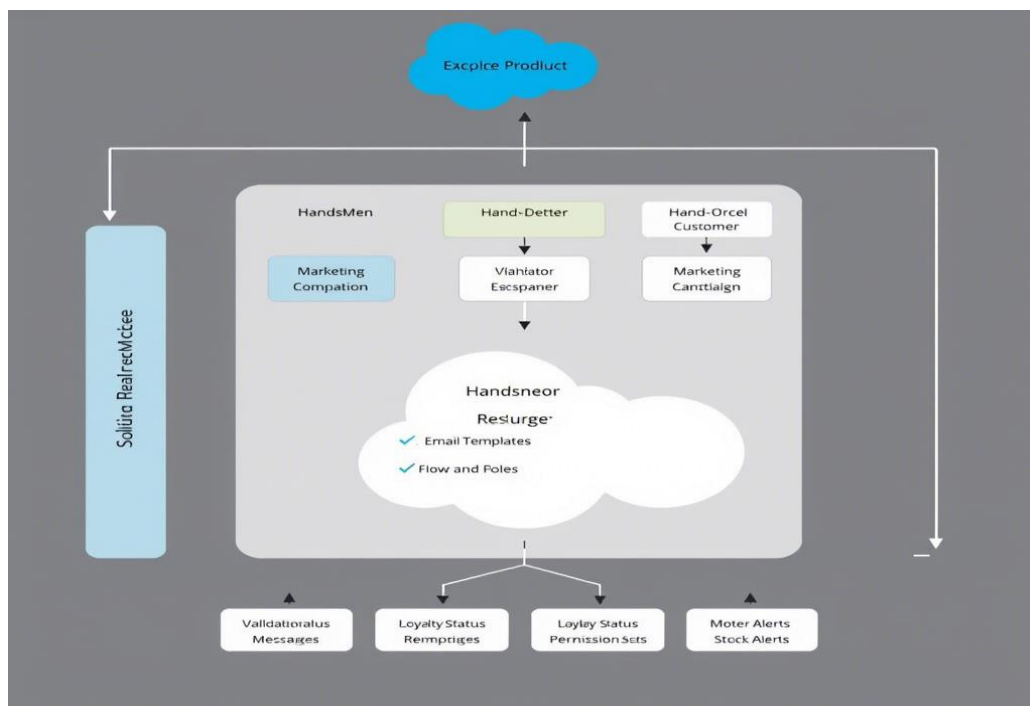
Conclusion:

The **Solution Architecture** of the *HandsMen Threads* CRM project is carefully designed to transform traditional, manual fashion retail operations into a **centralized, intelligent, and automated digital platform**.

By leveraging the **Salesforce Lightning Platform**, the system integrates key business components — such as **customer data management, order tracking, inventory control, and marketing campaigns** .