

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

ABSTRACT

This project presents the implementation of a customized Salesforce CRM solution for **HandsMen Threads**, a premium men's fashion and tailoring brand. The objective streamline business operations, enhance Customer engagement, and maintain data integrity across departments

The solution involves designing a robust data model featuring five Key custom objects: Customer, Order, Product, Inventory, and Marketing Campaign. Business processes were automated using Record-Triggered Flows, Scheduled Flows, Email Alerts, and Apex to handle order confirmations, loyalty status updates, and proactive stock alerts.

To ensure clean and reliable data, validation rules were established, and a role-based security model was implemented for the Sales, Inventory, and Marketing teams. The solution also includes a scheduled batch job using Apex to update low stock quantities.

This end-to-end CRM implementation improves customer experience through personalized communication, ensures operational efficiency with automation, and lays a scalable foundation for future business growth using the Salesforce Platform.

OBJECTIVE

The main objective of this project is to develop and implement a customized Salesforce CRM solution for HandsMen Threads to streamline core business operations, maintain data integrity, and enhance customer satisfaction.

By building a centralized system to manage customers, orders, products, inventory, and marketing campaigns, the project aims to:

- **Automate key processes** such as order confirmations, loyalty status updates, and stock alerts.
- **Ensure accurate and consistent data** entry using validation rules
- **Enable real-time visibility** of inventory and customer interactions
- **Improve internal team coordination** through role-based access control.
- **Deliver personalized customer experiences** through targeted communication and loyalty programs.

TECHNOLOGY DESCRIPTION

Salesforce:-

Salesforce is a cloud-based Customer Relationship Management (CRM) platform that helps businesses manage customer data, automate processes, and improve service, marketing, and sales operations. It provides point-and-click tools as well as programmatic capabilities (like Apex and Flows) to build custom business solutions

Custom Objects:-

Objects in Salesforce are like tables in a database. Custom Objects are created to store specific data

Example

- Customer - Stores customer info
- Product - Stores product details
- Order - Stores orders

Tabs:-

Tabs are used to display object data in the Salesforce UI.

Example: A tab for Product allows users to easily view and manage products.

Custom App:-

An App in Salesforce is a collection of tabs grouped together for a specific business purpose.

Profiles:-

Profiles define what a user do, and edit in Salesforce. It controls object permissions, field access, and more.

Roles:-

Roles control the data visibility in Salesforce's role hierarchy. It's used for sharing settings and reporting.

Permission Sets:-

Permission Sets grant additional permissions to users without changing their profile

Validation Rules:-

Validation Rules ensure data entered meets business criteria

Example:

- Email must contain @gmail.coms
- Stock cannot be negative

Email Templates:-

Predefined formats for sending emails to customers or user

Example:

- "Order Confirmation" template

Email Alerts:-

Email Alerts are actions in Flows or Workflow Rules that send emails using predefined templates

Example:

- When a loyalty level changes, an email is sent to the customer

Flows:-

Flows automate business logic without code. They can create, update, or send notifications.

Example:

- Flow triggers email alerts order

Apex:-

Apex is Salesforce's object-oriented programming language. It allows developers so write custom logic.

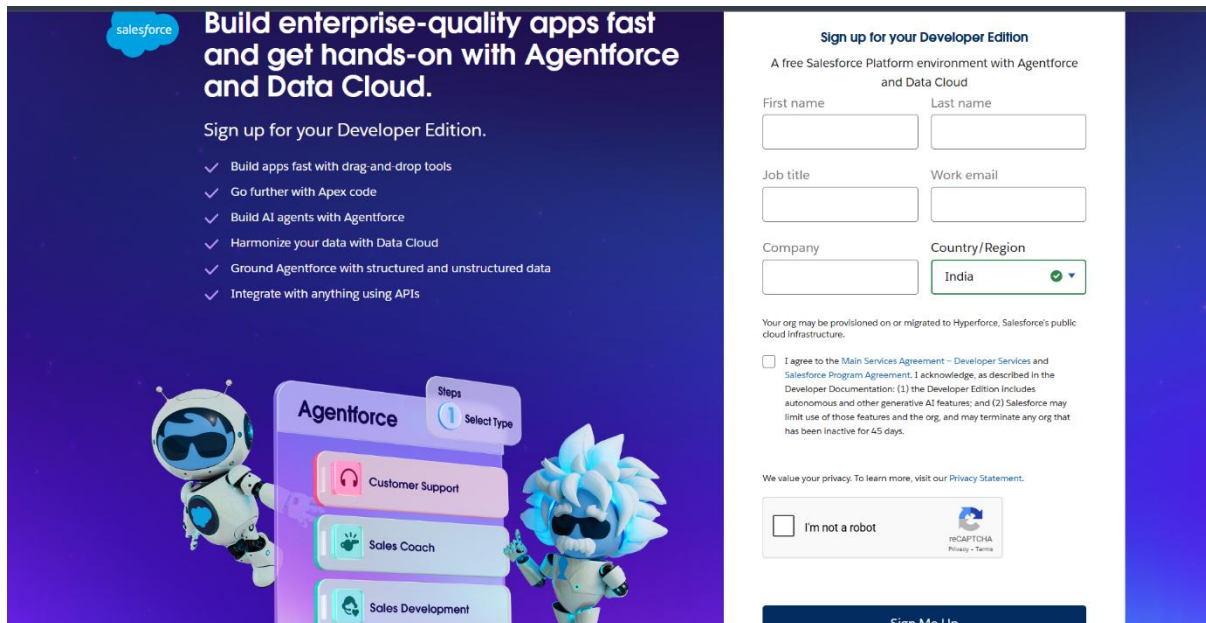
Example Triggers:

- Update Total Amount in orders.
- Reduce inventory stock.

DETAILED EXECUTION OF PROJECT PHASES

1. Developer Org Setup

- A Salesforce Developer Org was created using <https://www.salesforce.com/form/developer-signup/?d=pb>
- The account was verified, password set, and access was granted to the Salesforce Setup page



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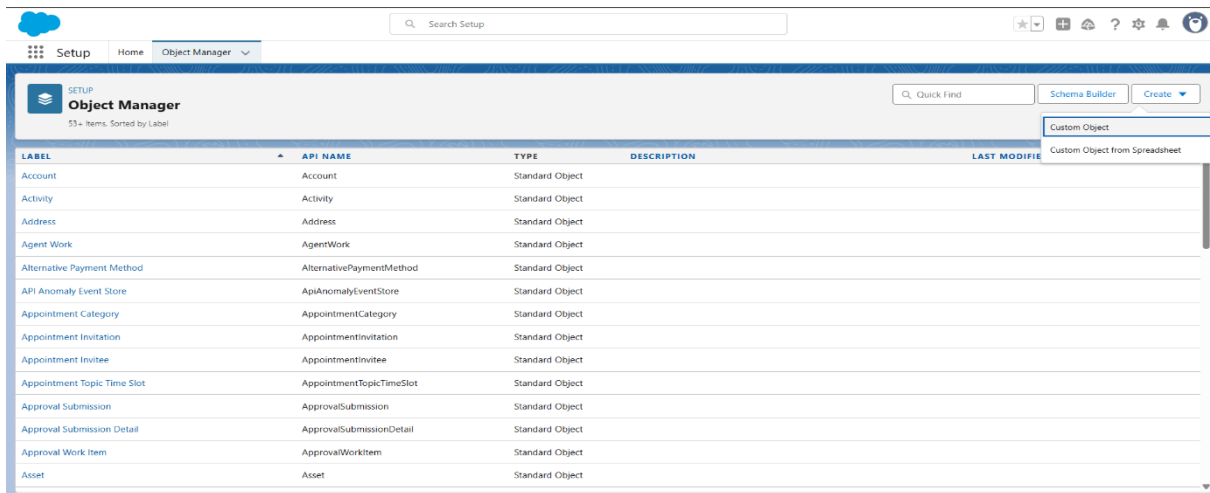
2. Custom Object Creation

Five custom objects were created to store business-critical data:

- **HandsMen Customer** - Stores customer info like email, phone, loyalty status.
- **HandsMen Product** - Stores product catalog details like SKU, price, and stock.
- **HandsMen Order** - Stores orders placed by customers, including quantity and status.
- **Inventory** - Tracks stock quantity and warehouse location.
- **Marketing Campaign** - Stores promotional campaigns and scheduling

Steps followed:

- Navigated us Setup > Object Manager > Create > Custom Object
- Provided label, name, and enabled reports/search
- Saved and created Tabs for each object



LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED
Account	Account	Standard Object		
Activity	Activity	Standard Object		
Address	Address	Standard Object		
Agent Work	AgentWork	Standard Object		
Alternative Payment Method	AlternativePaymentMethod	Standard Object		
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object		
Appointment Category	AppointmentCategory	Standard Object		
Appointment Invitation	AppointmentInvitation	Standard Object		
Appointment Invitee	AppointmentInvitee	Standard Object		
Appointment Topic Time Slot	AppointmentTopicTimeSlot	Standard Object		
Approval Submission	ApprovalSubmission	Standard Object		
Approval Submission Detail	ApprovalSubmissionDetail	Standard Object		
Approval Work Item	ApprovalWorkItem	Standard Object		
Asset	Asset	Standard Object		

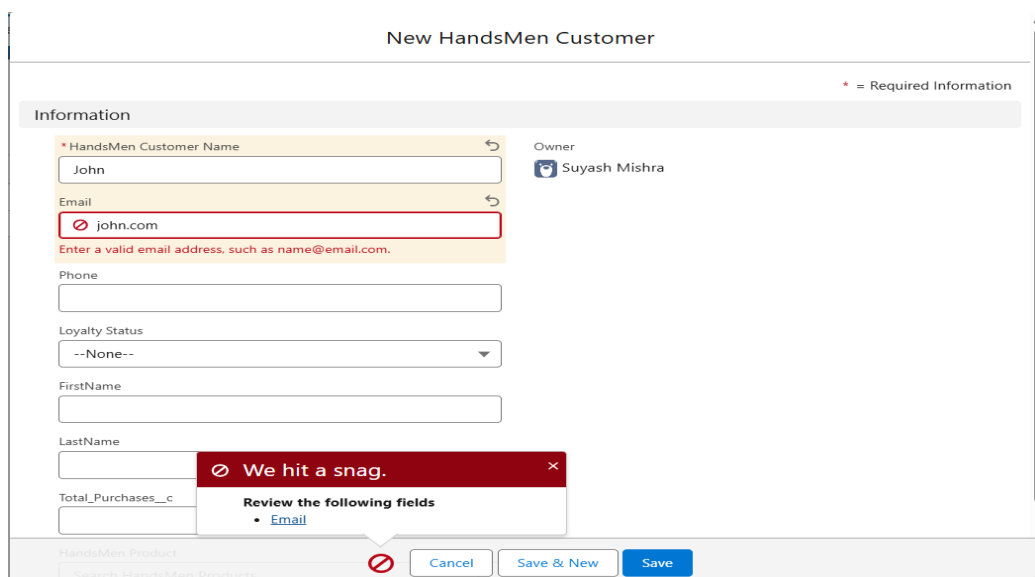
3. Creating the Lightning App

- A custom Lightning App named Hands Men Threads was created.
- Included tabs: HandsMen Customer, Onder, Product, Inventory, Campaign, Reports, etc.
- Assigned to the System Administrator profile.

4. Validation Rules

To ensure accurate data entry and enforce business logic, the following validation rules were applied:

- **Order Object:** Prevents saving if Total_Amount__e <= 0
Error: "Plane Enter Correct Amount"
- **Customer Object:** Validates email contains @gmail.com.
Error: "Please fill Correct Gmail"



New HandsMen Customer

* = Required Information

Information

* HandsMen Customer Name
John

Email
john.com
Enter a valid email address, such as name@email.com.

Phone

Loyalty Status
--None--

FirstName

LastName

Total_Purchases__c

Owner
Suyash Mishra

We hit a snag.
Review the following fields
• Email

HandsMen Product
Search HandsMen Products...

Cancel Save & New Save

5. User Role & Profile Setup

- Cloned the Standard User profile to a new profile named Platform 1 and added access to necessary custom objects
- Created roles for different departments:
 - Sales Manager, Inventory Manager, Marketing Team

6. User Creation

Users were created in Salesforce and assigned appropriate roles and profiles to reflect their responsibilities

- Niklaus Mikaelson - Assigned the Sales role.
- Kul Mikaelson - Assigned the Inventory role
- These role-based assignments help enforce proper data access and process control within the system.

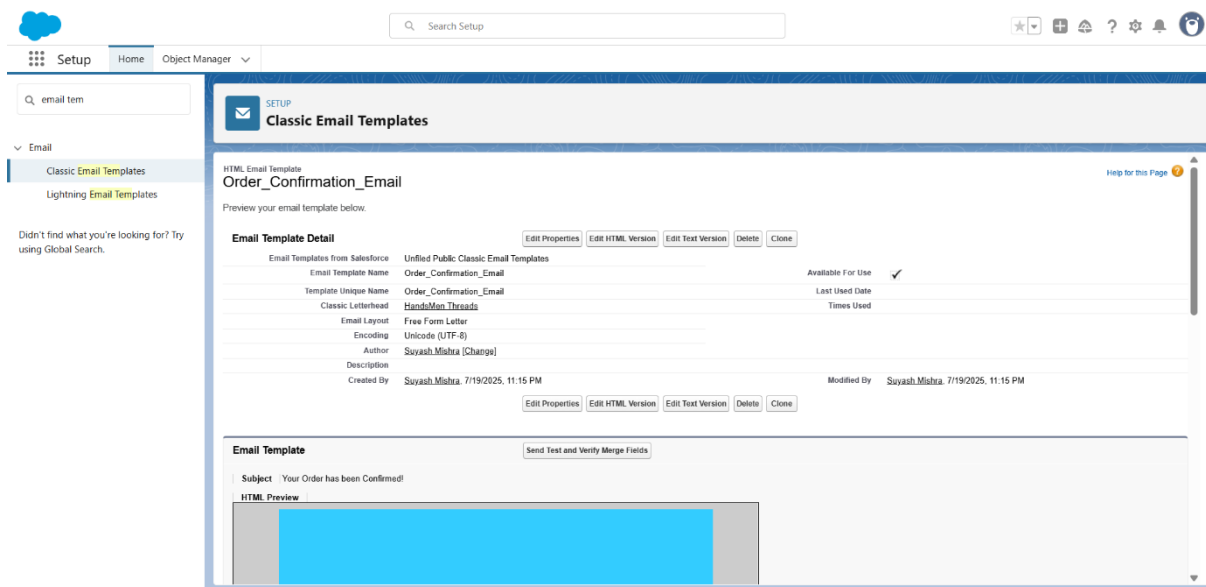
The screenshot shows the Salesforce 'User Edit' interface for a user named 'Kul Mikaelson'. The page is divided into a left sidebar with navigation links (Setup, Home, Object Manager, Users, etc.) and a main content area. The main content area has a header 'User Edit' and 'Kul Mikaelson'. Below this is a 'User Edit' section with 'Save', 'Save & New', and 'Cancel' buttons. The 'General Information' section contains fields for First Name (Kul), Last Name (Mikaelson), Alias (kmika), Email (mishrasuyash013@gmail.co), Username (kol1212@gmail.com), Nickname (User1752910827817242004), Title, Company, Department, and Division. To the right of these fields are dropdown menus for Role (Inventory), User License (Salesforce), and Profile (Platform 1). Below these are checkboxes for various user types: Active, Marketing User, Offline User, Knowledge User, Flow User, Service Cloud User, Site.com Contributor User, Site.com Publisher User, and WDC User. At the bottom, there are fields for Data.com User Type (None--), Data.com Monthly Addition Limit (300), Accessibility Mode (Classic Only), High-Contrast Palette on Charts, and Load Lightning Pages While Scrolling (checked).

7. Email Template & Alerts

Created throw email templates

- Order Confirmation - Sent on order status = Confirmed
- Low Stock Alert - Sent when Inventory < 5 units
- Loyalty Program Email - Sent when loyalty status change

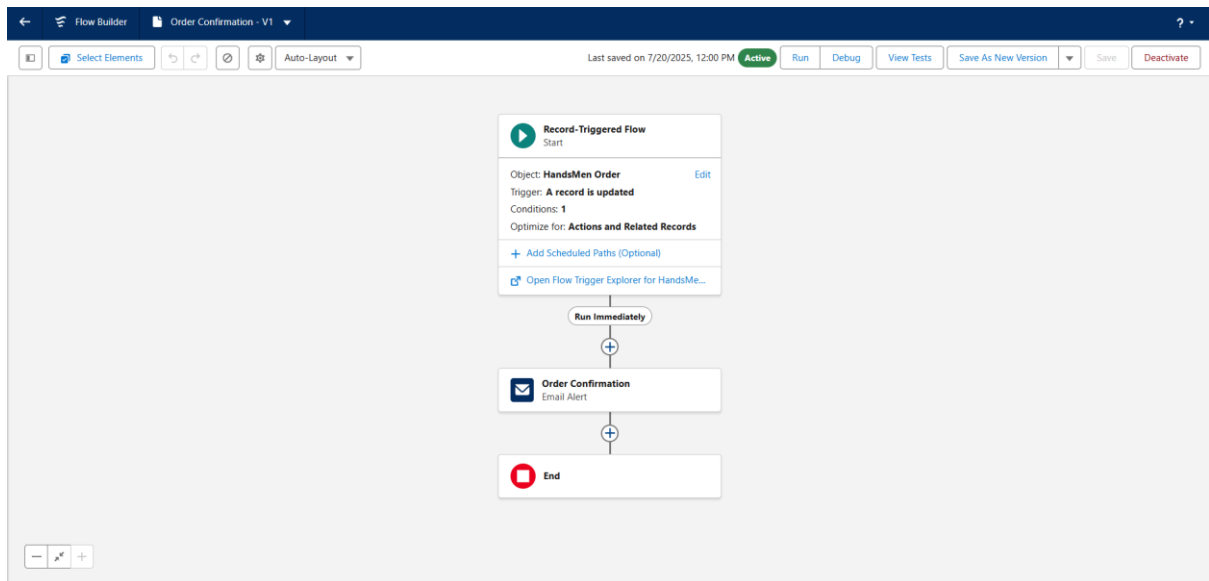
Corresponding Email Alerts were created using these templates and linked to automation flows



8. Flow Implementations

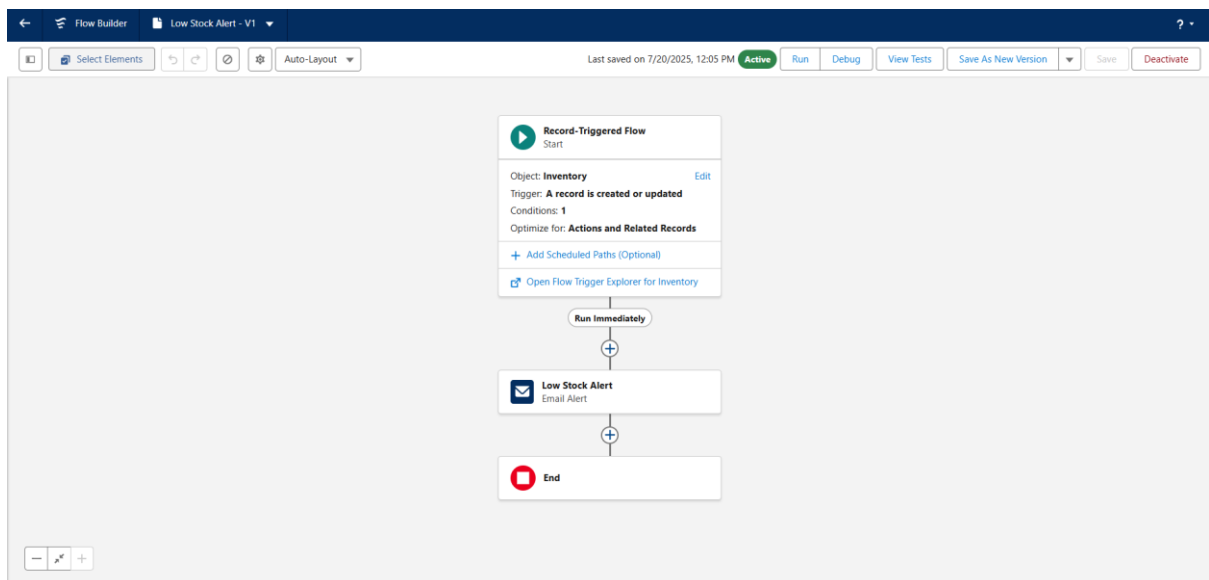
a. Order Confirmation Flow

- Triggered when an order is updated to Confirmed.
- Sends an Order Confirmation email to the related customer.



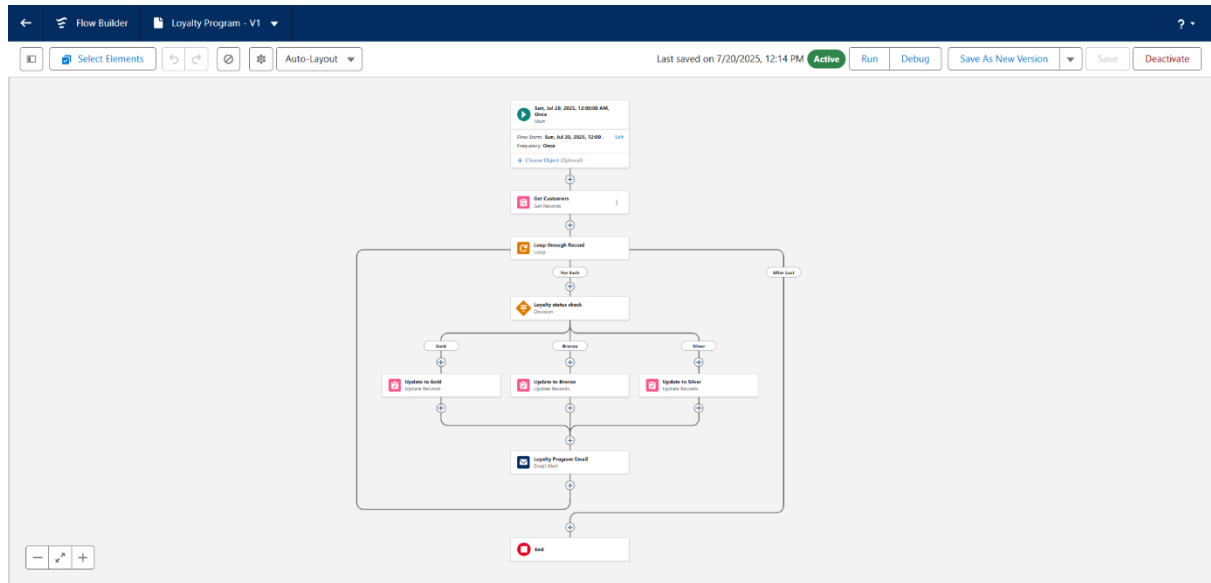
b. Stock Alert Flow

- Triggered when Inventory stock drops below 5.
- Sends Low Stock email to Inventory Manager.



c. Loyalty Update Flow

- Runs daily at midnight.
- Loops through customers and updates their Loyalty Status based on total purchases.



9. Apes Triggers

- **Order Total Trigger:** Auto-calculates Total Amount based on quantity and unit price
- **Stock Deduction Trigger:** Reduces stock when an order is placed.
- **Loyalty Status Trigger:** Updates Loyalty Status based on total purchases.

PROJECT EXPLANATION WITH REAL-WORLD EXAMPLE

Let's walk through it like a real customer interaction.

1. Customer Registration

- A customer. John Mikaelson, visits the store or website.
- In Salesforce: A record is created in the Customer object with his name, phone, email,
- Validation Role: Ensures the email is valid (eg., must contain@gmail.com).

2. Product Setup

- The admin adds products like Shirts, Jeans, etc, into the Product object.
- Each product has a price and other details.
- Inventory is also created to manage stock fit these products.

3. Order Placement

- John decides to buy 2 shirts (each 500). An order is placed.
- In Salesforce: A new record is created.
- Apex Trigger: Automatically calculates Total Amount = $2 \times 500 = 1000$.

4. Inventory Update

As soon as the order is placed :

- Apex Trigger on Inventory : Reduces shirt stock by 2.
- Validation Rule: Ensures stock never goes below 0.

5. Loyalty Program

- Elijah now has a total purchase of 1000
- A trigger on Customer checks his total purchases.

Based on the value:

< 2500 - Bronze

500 - 1000 - Silver

1000 - Gold

- So, John becomes a Silver member

6. Email Notifications

- When a new order is placed or loyalty status is updated:
- Flow + Email Alert is triggered.
- Elijah gets an email:

“Thanks for your purchase! Your loyalty status is now Silver,”

7. Users and Roles

Salesforce users like store stuff are created:

- **Niklaus Mikaelson** - *Sales Role* (Platform 1 Profiles)
- **Kol Mikaelson** - *Inventory Role* (Platform 1 Profile)

CONCLUSION

The HandsMen Threads CRM system built on Salesforce successfully streamlines key business processes like customer management, product cataloging, order processing inventory tracking, and loyalty program automation. By leveraging Salesforce tools like Custom Objects, Flows, Validation Rules, Email Alerts, and Apex, the system ensures accurate data entry, real-time updates, and enhanced customer experience. Through automation and well-structured user roles, the platform minimizes manual errors, speeds up operations, and provides better insights into sales and stock

Future Scope:

1. Customer Portal Integration

- Build a Customer Community Portal where customers can log in, view orders, and track loyalty status.

2. Mobile App using Salesforce Mobile SDK

- Enable store staff to manage inventory and orders on the go using a mobile interface.

3. Reports & Dashboards

- Create detailed sales and inventory dashboards for management to monitor trends and performance in real-time.

4. AI-Powered Recommendations (Einstein)

- Use Salesforce Einstein to provide personalized product suggestions based on past purchases.

5. WhatsApp/ SMS Integration

- Notify customers via WhatsApp or SMS about order confirmation and loyalty updates.

SCREENSHOTS

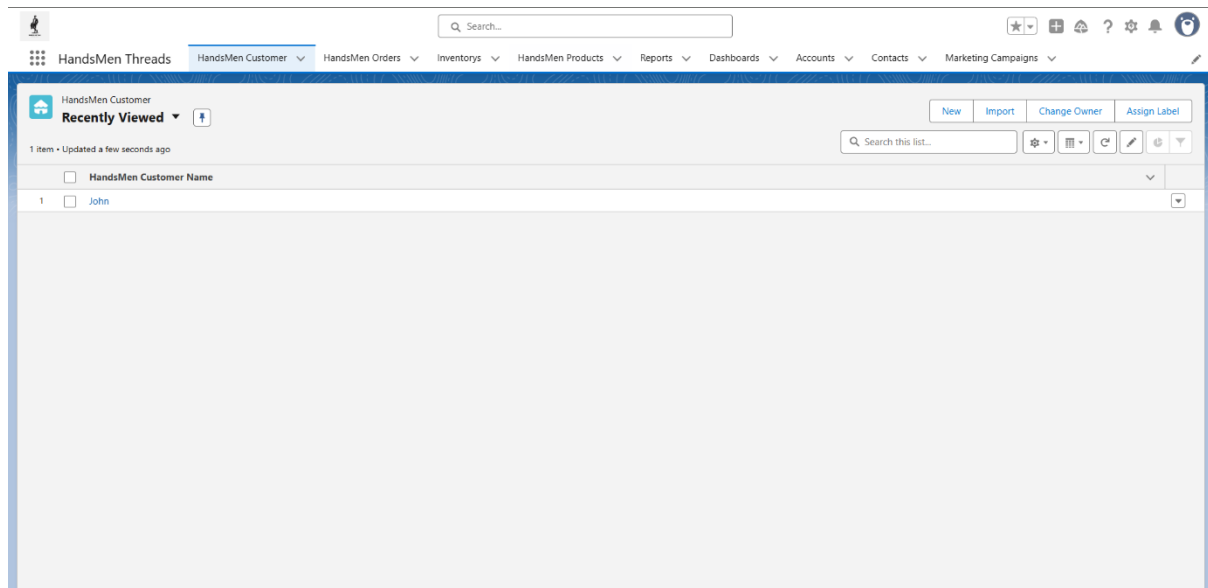


Fig: Custom App for HandsMen Threads

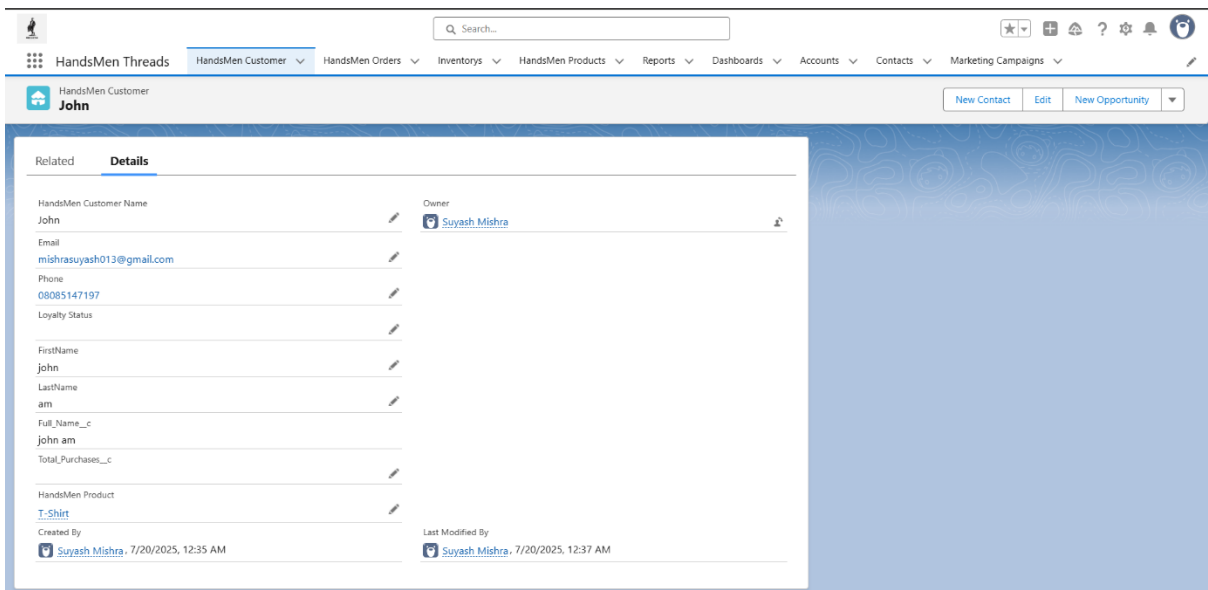


Fig: Customer Creation in HandsMen Threads

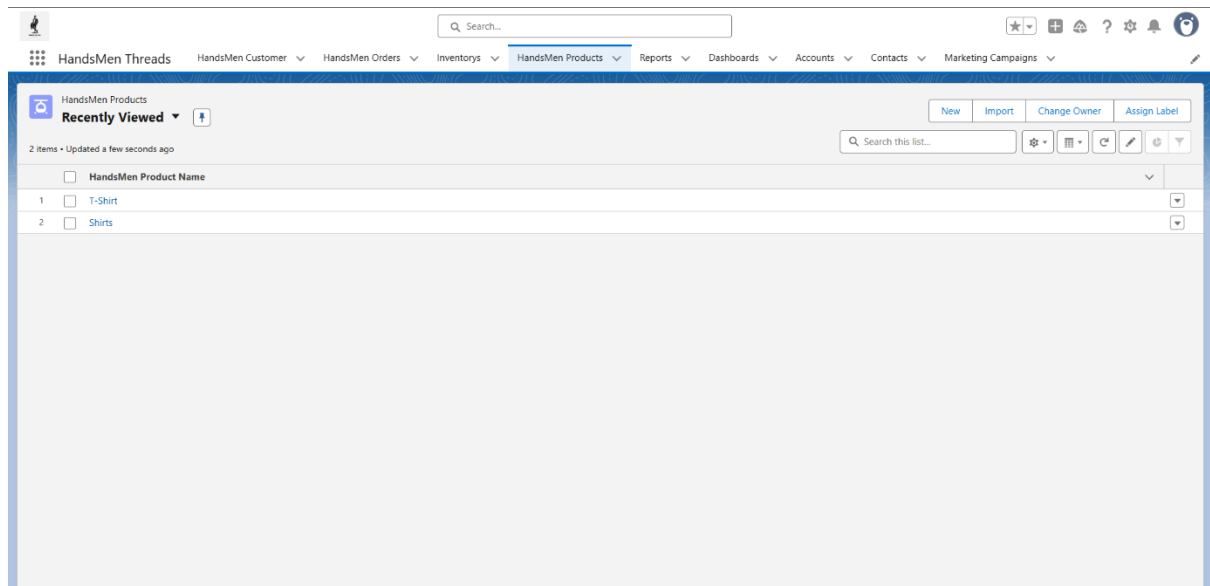


Fig: Products Handling in HandsMen Threads

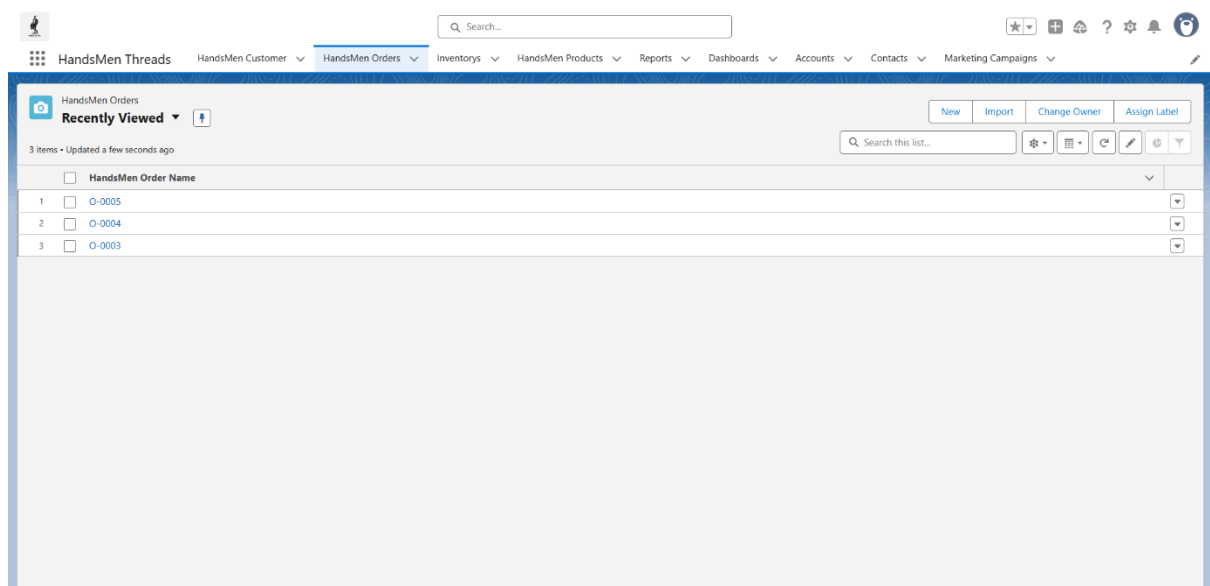


Fig: Orders Handling in HandsMen Threads