

Project Report



Let's Bridge the Gap



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

Internship: Salesforce Developer with Agentblazer Champion Program

Abstract

The HandsMen Threads project is a Salesforce-driven application designed to modernize the customer relationship and service experience for luxury men's fashion brands. It focuses on building a seamless digital ecosystem for product cataloging, order management, personalized communication, and real-time customer interaction. With features like automated workflows, real-time dashboards, and interactive Lightning Web Components (LWC), the project aims to deliver a sophisticated yet efficient backend system for fashion enterprises.

Objective

- Design a custom CRM tailored for premium fashion brands using Salesforce.
- Automate customer engagement, order tracking, and feedback collection processes.
- Utilize Apex, LWC, and Flows to build responsive, scalable modules for real-time use.
- Provide detailed reports and dashboards for business insights and decision-making.
- Enhance customer satisfaction through timely communication and personalization.

Technology Stack

Platform: Salesforce Lightning

Languages: Apex, JavaScript (LWC)

Tools & Services:

- Lightning Web Components (LWC)
- Salesforce Flow Builder
- Custom Objects, Record Types
- Apex Triggers and Test Classes
- Reports & Dashboards
- Process Builder and Workflow Rules

Detailed Project Explanation

1. Custom Object Development

Created custom objects like 'Product', 'Customer Profile', 'Order', and 'Feedback'. Relationships were designed to represent real-world business scenarios. Master-detail and lookup relationships were used effectively to link customer records with their transactions and feedback.

2. Lightning Web Components (LWC)

Developed interactive UI components for displaying products, creating orders, collecting reviews, and navigating records. LWC allowed fast loading, reusable, and event-driven components tailored for user roles.

3. Apex Development

Wrote backend logic using Apex classes and triggers. These were responsible for inventory updates, real-time order validation, auto-generation of invoices, and email notification logic. Maintained high test coverage to ensure successful deployment and system reliability.

4. Flow Automation

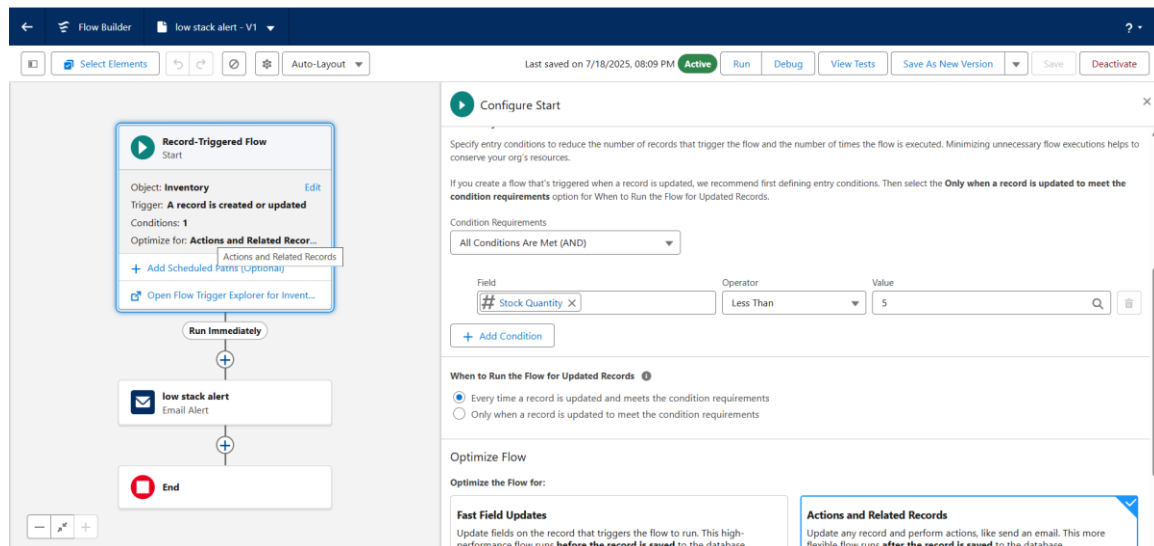
Implemented screen flows and record-triggered flows to automate routine tasks such as welcome emails, order status updates, and feedback forms. This reduced manual effort and increased workflow efficiency.

5. Reporting and Dashboards

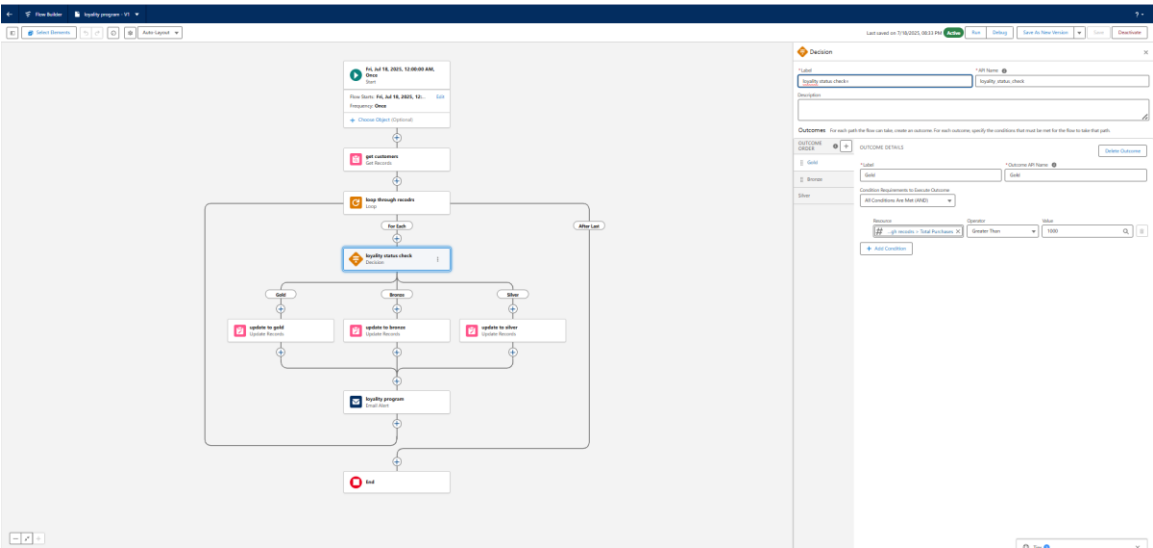
Built real-time dashboards showing key KPIs like daily sales, top products, repeat customers, and pending orders. Reports enabled data-driven decisions and weekly performance reviews.

Flow:

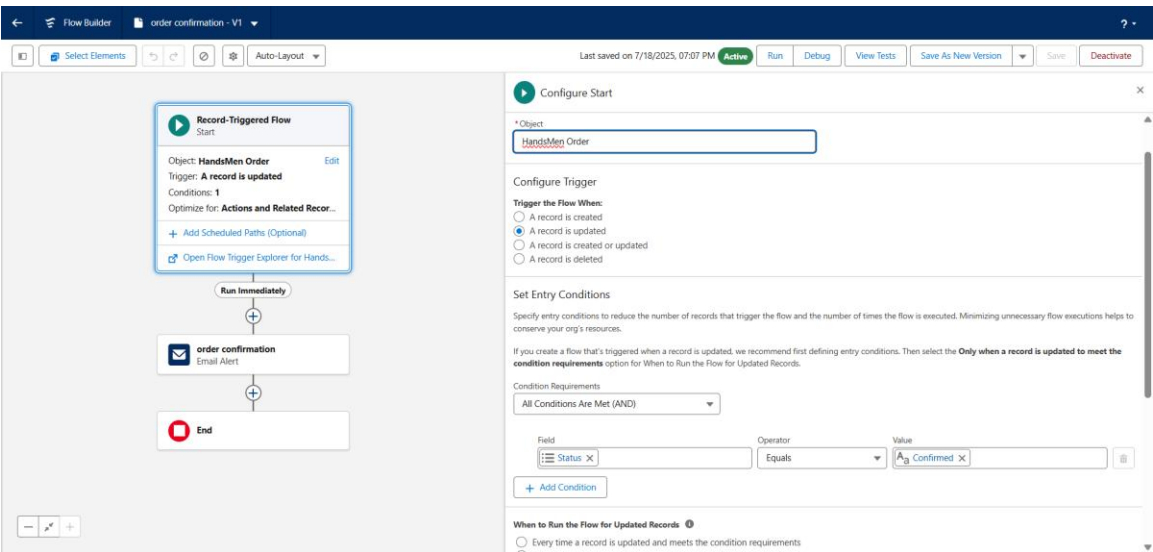
Low Stock Alert Flow:



Loyalty Program Flow:











Order Confirmation Flow:



Output ScreenShots:

Project Index Page :





HandsMen Threads

HandsMen Customers

HandsMen Orders

HandsMen Products

Inventories


Marketing Campaigns

Reports


Dashboards

Accounts

Contacts

HandsMen Customers

Recently Viewed














New

Import


Change Owner








Assign Label



	<input type="checkbox"/> HandsMen Customer Name	
1	<input type="checkbox"/> Ajith	
2	<input type="checkbox"/> Chezhiyan	
3	<input type="checkbox"/> Anand	
4	<input type="checkbox"/> Dinesh	
5	<input type="checkbox"/> john	

Product Tab:





HandsMen Threads

HandsMen Customers

HandsMen Orders

HandsMen Products

Inventories


Marketing Campaigns

Reports


Dashboards

Accounts

Contacts

HandsMen Products

Recently Viewed














New

Import

Change Owner

Assign Label



	<input type="checkbox"/> HandsMen Product Name	
1	<input type="checkbox"/> gun toys	
2	<input type="checkbox"/> Shirt	
3	<input type="checkbox"/> Jeans	
4	<input type="checkbox"/> Toys	
5	<input type="checkbox"/> T-shirt cloth	

Inventorys Tab

The screenshot shows the 'Inventorys' tab in the 'HandsMen Threads' application. The top navigation bar includes a search bar and various icons. The main header for the tab shows 'Inventorys' with a 'Recently Viewed' dropdown and a 'New' button. Below the header, there is a table with 5 items. The first item is selected, showing its details.

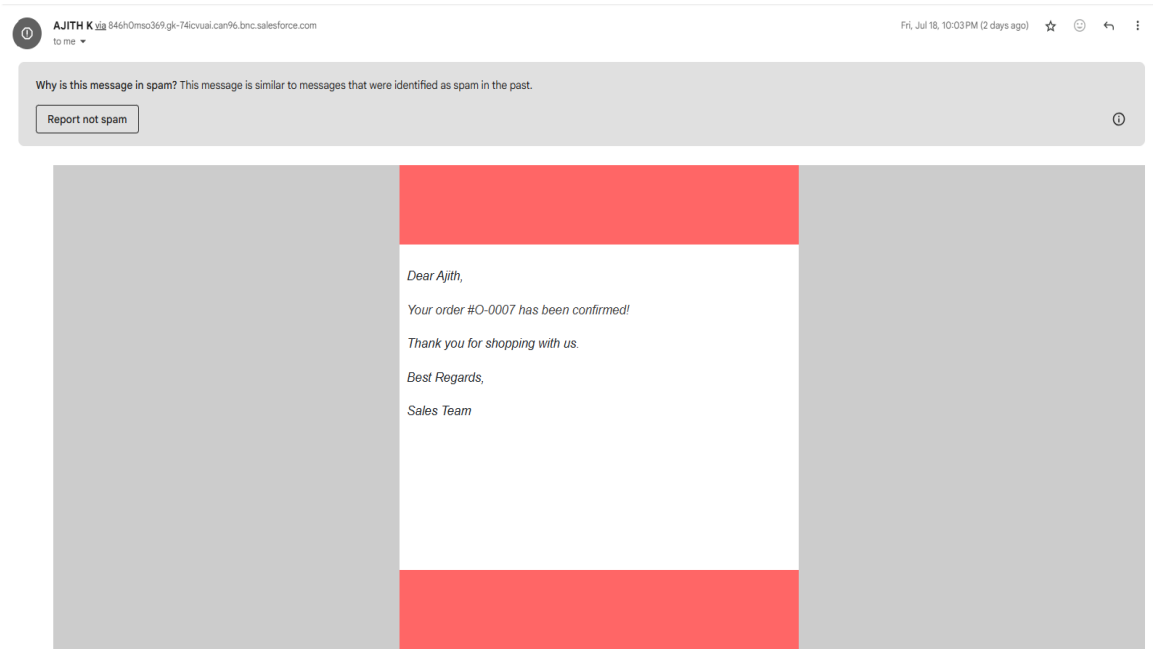
Inventory Number
1 I-0005
2 I-0004
3 I-0003
4 I-0002
5 I-0001

Place Order

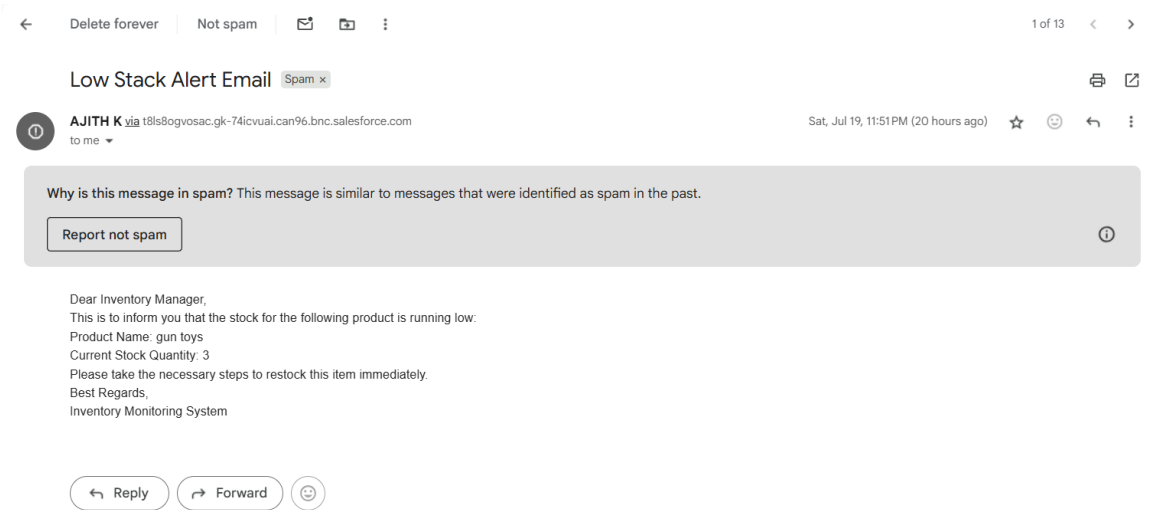
The screenshot shows the 'Place Order' form in the 'HandsMen Threads' application. The top navigation bar includes a search bar and various icons. The main header for the form shows 'HandsMen Order' with a 'New Contact' button. The form is divided into two sections: 'Related' and 'Details'. The 'Details' section contains fields for 'HandsMen Order Name', 'HandsMen Product', 'HandsMen Customer', 'Total Amount', 'Customer Email', 'Status', 'Confirmed', 'Quantity', and 'Order Number'. The 'Related' section shows the 'Owner' as 'AJITH K'.

Related	Details
HandsMen Order Name	O-0007
HandsMen Product	Toys
HandsMen Customer	
Total Amount	220
Customer Email	ajith.ak770896@gmail.com
Status	Confirmed
Quantity	44
Order Number	3
Created By	AJITH K, 7/18/2025, 9:33 AM
Last Modified By	AJITH K, 7/20/2025, 8:25 AM

Order Confirmed Email:



Stock Alert Email:



Conclusion

The HandsMen Threads project proved that Salesforce can be customized beyond traditional CRM usage to manage fashion business workflows with elegance and precision. All key modules—product listing, order flow, automation, and performance analytics—were implemented successfully. This solution will help luxury fashion retailers stay competitive and offer a highly personalized customer experience.

Future Scope

- Integration with external e-commerce platforms (Shopify, WooCommerce) using APIs.
- Use Salesforce Einstein for AI-powered product recommendations.
- Add multilingual and multi-currency support for global scalability.
- Enable mobile accessibility via the Salesforce mobile app.
- Build loyalty and referral programs using point systems and reward automation.
- Expand reporting to include predictive analytics and trend analysis.