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

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1. Introduction

HandsMen Threads is a premium men’s fashion label that utilizes Salesforce technology to modernize its internal systems and client interactions. By implementing a customized Salesforce CRM, the brand enhances service quality while maintaining operational efficiency.

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2. Abstract and Objective

This project focused on building a CRM solution via Salesforce tailored to the specific needs of HandsMen Threads. The aim was to automate vital operations, efficiently handle customer and stock data, and elevate service standards through intelligent workflows and automation.

Key Goals: -

- Consolidate management of orders, customer data, and inventory
- Automate messaging and customer engagement
- Strengthen the loyalty rewards process
- Enable early detection of low stock
- Schedule updates for bulk orders auto

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3. Technology Stack & Salesforce Components

- Salesforce Lightning Platform
- Custom Objects: Developed for Customers, Orders, Inventory, and Loyalty tracking
- Custom App: Created through App Manager for core functionalities
- Tabs: Easy navigation to custom object records
- Profiles & Roles: Structured access levels for different users
- Permission Sets: Extra privileges for specific users

- Email Templates: Predefined for automatic messaging
- Record-Triggered Flows: For automating routine operations
- Apex Classes & Batch Jobs: Support for handling scheduled background task

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4. Project Execution Flow

A. Setup and Configuration

- Creation of Salesforce Developer Org and credentials
- Configuration of custom objects and fields

B. Data Modeling

- Designed custom objects for core business entities
- Set up relationships (lookup, master-detail)
- Configured page layouts and field-level security

C. Security Implementation

- Defined and assigned user roles (e.g., Sales Rep, Warehouse Manager)
- Configured profiles and permission sets for access control

D. UI & App Design

- Created a dedicated Lightning App
- Integrated navigation tabs for quick object access

E. Automation Using Flows and Apex

- **Flows**:
    - Send order confirmation emails
    - Update customer loyalty status
    - Notify warehouse on low stock
- **Apex Batch Job**:
    - Scheduled at midnight to update bulk orders
    - Sync financials and adjust inventory automatically

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5. Real-World Use Case Demonstration

Scenario:

1. Customer places an order via the platform.
2. Salesforce triggers creation of Customer and Order records.
3. An order confirmation email is sent automatically.
4. The loyalty tier of the customer is updated based on order count.
5. If product stock < 5 units, a stock alert is emailed to the warehouse.
6. At midnight, a batch Apex job processes all pending bulk orders and updates relevant records.

This automation reduces manual work, increases efficiency, and enhances customer experience.

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6. Project Summary & Outcome

The Salesforce CRM implementation for HandsMen Threads delivered:

- Streamlined and centralized workflows
- Automated handling of inventory and order lifecycle
- Enhanced communication with customers
- A scalable and secure platform for data management

This initiative demonstrates how automation and CRM tools can significantly improve performance in fashion retail operations

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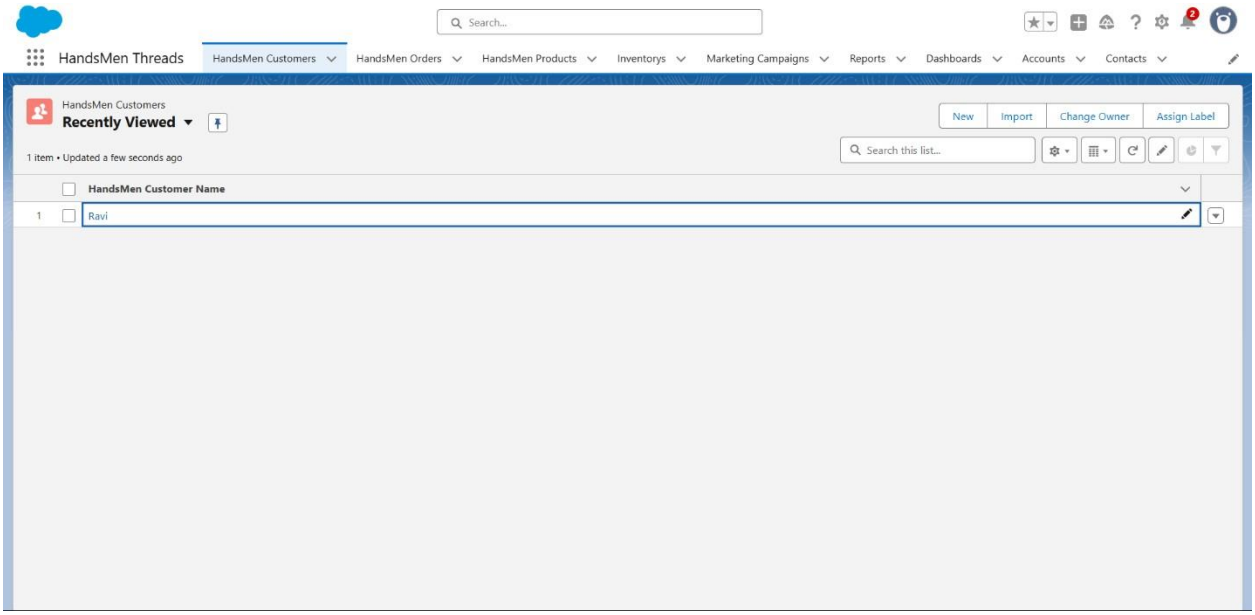
7.Conclusion

This implementation serves as a practical model for using Salesforce in business environments that require accuracy and a customer-first approach. By integrating flows, Apex automation, and robust security configurations, HandsMen Threads is well-positioned to expand with smart, data-centric strategies.

8.Screenshots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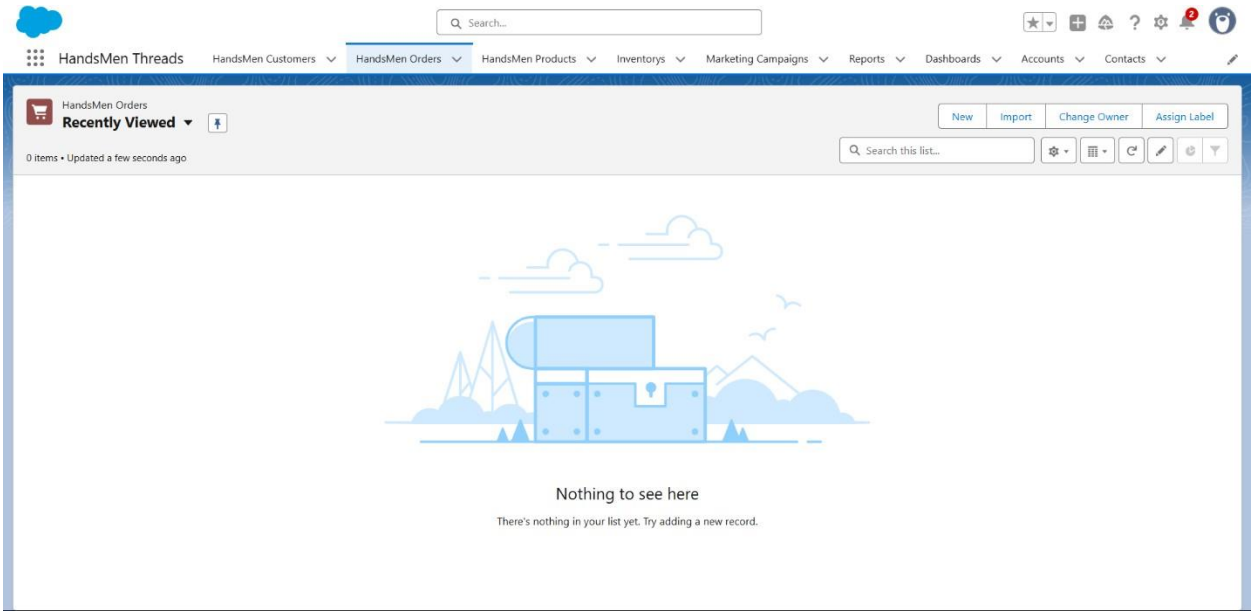
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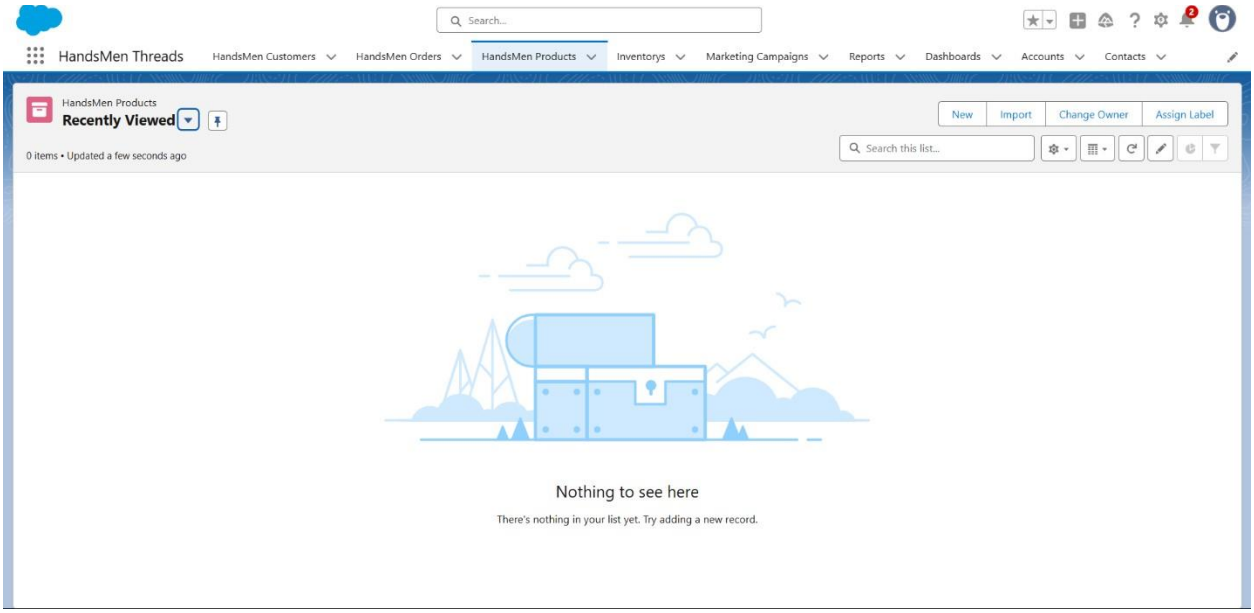
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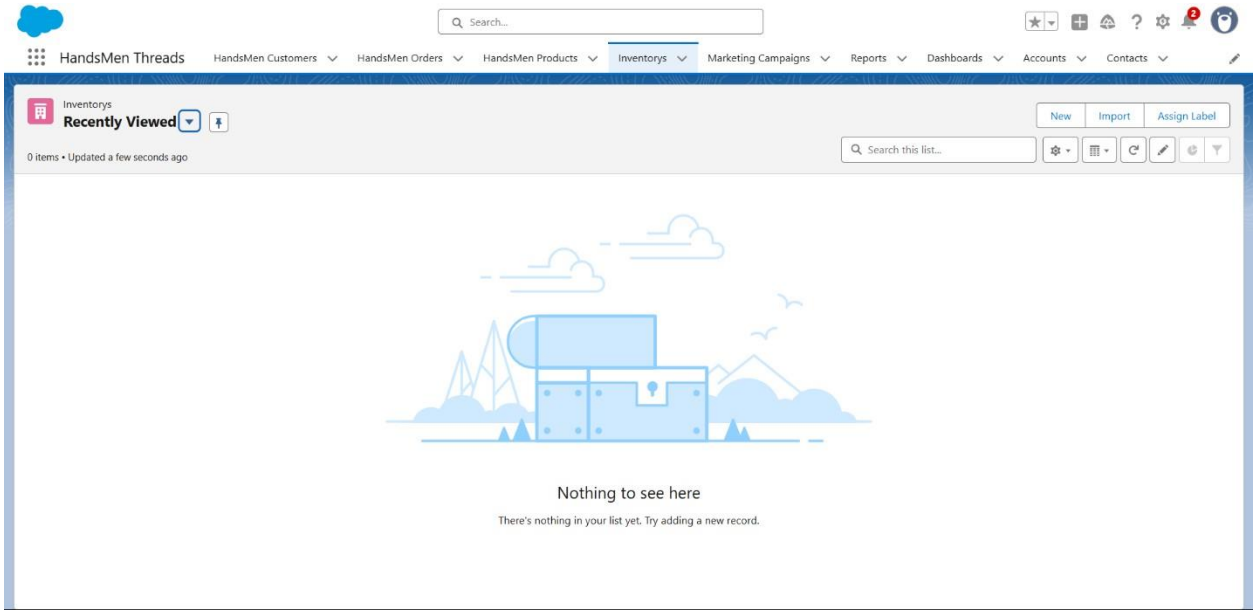
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