

Project Abstract: HandsMen Threads -

Elevating the Art of Sophistication in Men's Fashion

Project Abstract:

Overview:

HandsMen Threads is a Salesforce CRM solution crafted for managing men's fashion orders, inventory, and customer loyalty. It offers real-time visibility, automated workflows, and centralized data to support efficient sales and inventory processes.

Core Modules Implemented:

1. HandsMen Orders Management:

Custom fields track product, customer, quantity, total, and status. A record-triggered flow sends order confirmation emails automatically upon order creation.

2. Inventory Monitoring:

Inventory records store product stock levels. A flow triggers a low-stock email alert to the inventory manager, ensuring timely restocking and uninterrupted supply.

3. Product Information Management:

Products include name, SKU, price, and stock quantity. They're linked to orders and inventory for traceability and accuracy.

4. Customer Loyalty Program:

Based on purchase totals, customers are categorized into Bronze, Silver, or Gold. A scheduled flow updates loyalty status and sends personalized emails, improving engagement and retention.

5. Automation Using Salesforce Flows:

- Order Confirmation Flow:** Sends an email when an order is placed.
- Low Stock Alert Flow:** Notifies inventory manager when stock is low.
- Loyalty Program Flow:** Loops through customer records, updates loyalty status, and sends loyalty emails.

Email Templates:

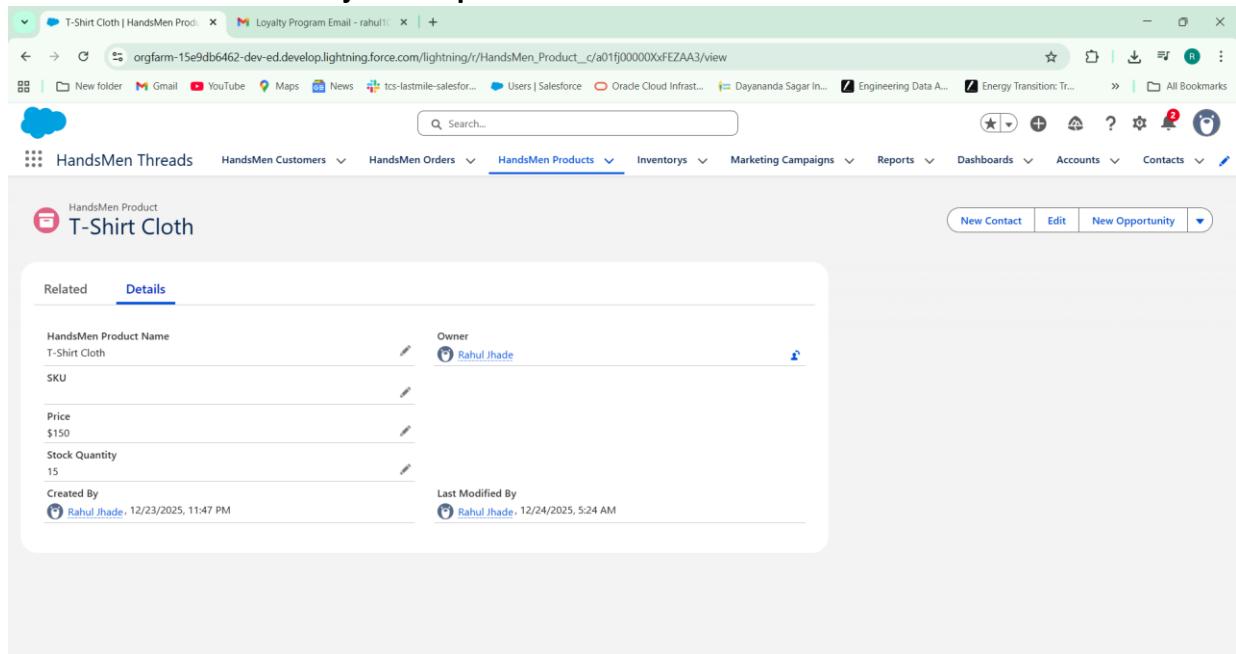
Custom templates with merge fields are used for stock alerts and loyalty updates, ensuring professional, dynamic communication.

Business Impact:

- **Efficiency:** Automation reduces manual work.
- **Customer Experience:** Immediate confirmation and loyalty recognition.
- **Inventory Reliability:** Alerts avoid stockouts and delays.

Process & Implementation Steps :

1. HandsMen Product Object Setup



The screenshot shows the Salesforce Lightning interface with the URL https://orgfarm-15e9db6462-dev-ed.lightning.force.com/lightning/r/HandsMen_Product_c/a01fj00000XxfEZA3/view. The page title is "T-Shirt Cloth | HandsMen Prod". The top navigation bar includes links for Loyalty Program Email - rahul11, New folder, Gmail, YouTube, Maps, News, tcs-las-mile-salesfor..., Users | Salesforce, Oracle Cloud Infrast..., Dayananda Sagar In..., Engineering Data A..., Energy Transition: Tr..., All Bookmarks, and various Salesforce icons. Below the navigation is a search bar and a header with the HandsMen Threads logo and navigation links for HandsMen Customers, HandsMen Orders, HandsMen Products (which is selected), Inventory, Marketing Campaigns, Reports, Dashboards, Accounts, and Contacts. The main content area displays the "T-Shirt Cloth" record for the "HandsMen Product" object. The "Details" tab is selected. The record fields include:

- HandsMen Product Name: T-Shirt Cloth
- Owner: Rahul Jhade
- SKU: (empty)
- Price: \$150
- Stock Quantity: 15
- Created By: Rahul Jhade, 12/23/2025, 11:47 PM
- Last Modified By: Rahul Jhade, 12/24/2025, 5:24 AM

Buttons at the bottom right of the record view are "New Contact", "Edit", and "New Opportunity".

- Custom object "HandsMen Product" created.
- Fields include: Product Name, SKU, Unit Price, and Current Stock.
- Relationships: Linked to Orders and Inventory objects.
- Purpose: Centralized tracking of product catalog and inventory levels.

2. HandsMen Customer Object Setup

John | HandsMen Customer | Loyalty Program Email - rahul11 | +

orgfarm-15e9db6462-dev-ed.lightning.force.com/lightning/r/HandsMen_Customer__c/a00fj00000oYb0MAAS/view

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HandsMen Threads HandsMen Customers HandsMen Orders HandsMen Products Inventory Marketing Campaigns Reports Dashboards Accounts Contacts

Search... New Contact Edit New Opportunity

HandsMen Customer John

Owner: Rahul Jhade

Fields:
HandsMen Customer Name: John
Email: rahul100jhade@gmail.com
Phone:
Loyalty Status: Gold
FirstName: John
LastName: M
FullName: John M
Total Purchases: 1,001
Created By: Rahul Jhade, 12/24/2025, 5:05 AM
Last Modified By: OrgFarm EPIC, 12/24/2025, 5:18 AM

- Custom object "HandsMen Customer" stores customer details.
- Fields include: Name, Email, Phone, Total Orders, and Loyalty Status.
- Purpose: Enables tracking of purchase history and loyalty categorization.

3. Inventory Management

I-0001 | Inventory | Salesforce | Loyalty Program Email - rahul11 | +

orgfarm-15e9db6462-dev-ed.lightning.force.com/lightning/r/Inventory__c/a03fj00000VKpdAAH/view

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HandsMen Threads HandsMen Customers HandsMen Orders HandsMen Products Inventory Marketing Campaigns Reports Dashboards Accounts Contacts

Search... New Contact Edit New Opportunity

Inventory I-0001

Related Details

Fields:
Inventory Number: I-0001
HandsMen Product: T-Shirt Cloth
Stock Quantity: 760
Stock Status: Available
Warehouse:
Created By: Rahul Jhade, 12/23/2025, 11:48 PM
Last Modified By: Rahul Jhade, 12/24/2025, 5:35 AM

- Custom object "Inventory" tracks product stock status.
- Linked to the Product object.

- Contains fields like Product Lookup, Quantity in Stock, and Threshold for Low Stock.
 - Purpose: Triggers low stock alerts automatically via flow.
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4. HandMen Order Management

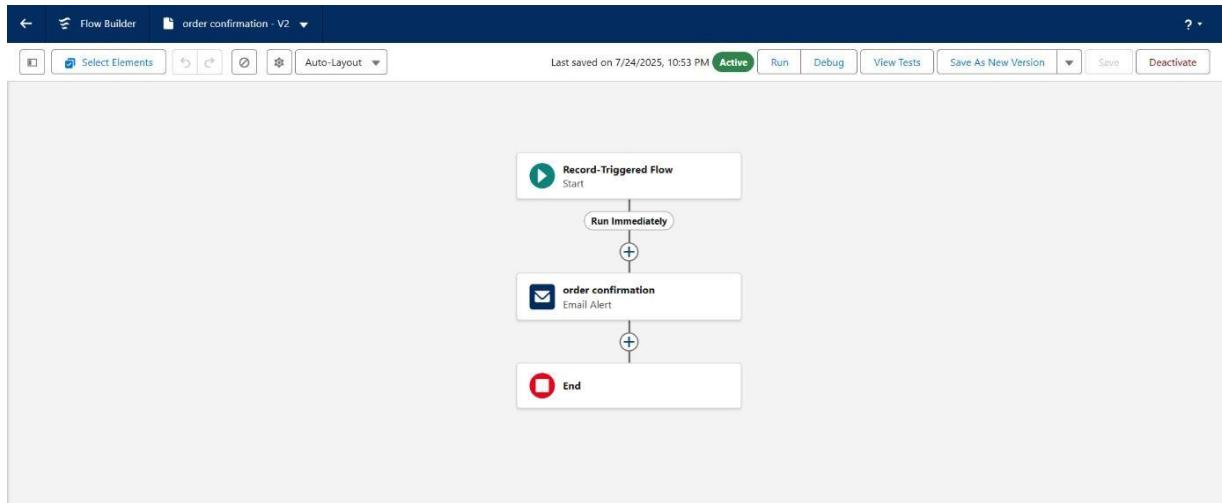
The screenshot shows a Salesforce Lightning interface for the 'HandsMen Orders' object. The top navigation bar includes links for 'HandsMen Threads', 'HandsMen Customers', 'HandsMen Orders' (which is the active tab), 'HandsMen Products', 'Inventorys', 'Marketing Campaigns', 'Reports', 'Dashboards', 'Accounts', and 'Contacts'. The main content area displays a single record for an order. The record details are as follows:

Field	Value
HandsMen OrderNumber	O-0001
Owner	Rahul Jhade
HandsMen Product	T-Shirt Cloth
HandsMen Customer	John
Status	Confirmed
Quantity	40
Total Amount	6,000
Customer Email	rahul100jhade@gmail.com
Created By	Rahul Jhade, 12/23/2025, 11:50 PM
Last Modified By	Rahul Jhade, 12/24/2025, 5:33 AM

Custom object "Order" captures order data.

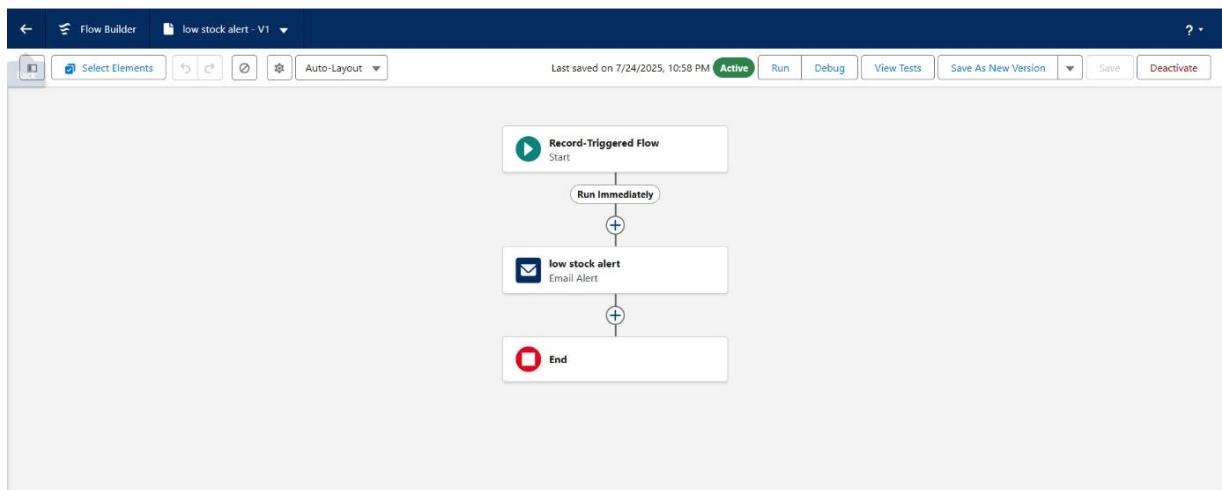
- Fields: Order ID, Customer Lookup, Product Lookup, Quantity, Total Price, Order Date, and Status.
 - Flow linked to send order confirmation emails on creation.
-

5. Order Confirmation Flow



- **Type:** Record-Triggered Flow on Order creation.
- **Steps:**
 - Triggered when a new order is created.
 - Fetch related customer and product details.
 - Sends an email using a custom template.
- **Purpose:** Confirms order placement with the customer instantly.

6. Low Stock Alert Flow



- **Type:** Scheduled Flow or Record-Triggered on Inventory Update.
- **Steps:**
 - Checks if stock is below the defined threshold.

- Sends a low-stock warning email to the inventory manager.
 - **Purpose:** Prevents stockouts through proactive restocking.
-

7. Low Stock Alert Email Template

[Edit](#) [Delete](#) [Clone](#)

Email Template	Send Test and Verify Merge Fields
Subject Low Stock Alert Email	
Plain Text Preview	
Dear Inventory Manager, This is to inform you that the stock for the following product is running low: Product Name: {!Inventory__c.HandsMen_Product__c} Current Stock Quantity: {!Inventory__c.Stock_Quantity__c} Please take the necessary steps to restock this item immediately. Best Regards, Inventory Monitoring System	

- HTML or rich-text email template.
 - Dynamic merge fields pull Product Name and Quantity from records.
 - Purpose: Notifies manager with clear, real-time product stock details.
-

8. Loyalty Program Flow

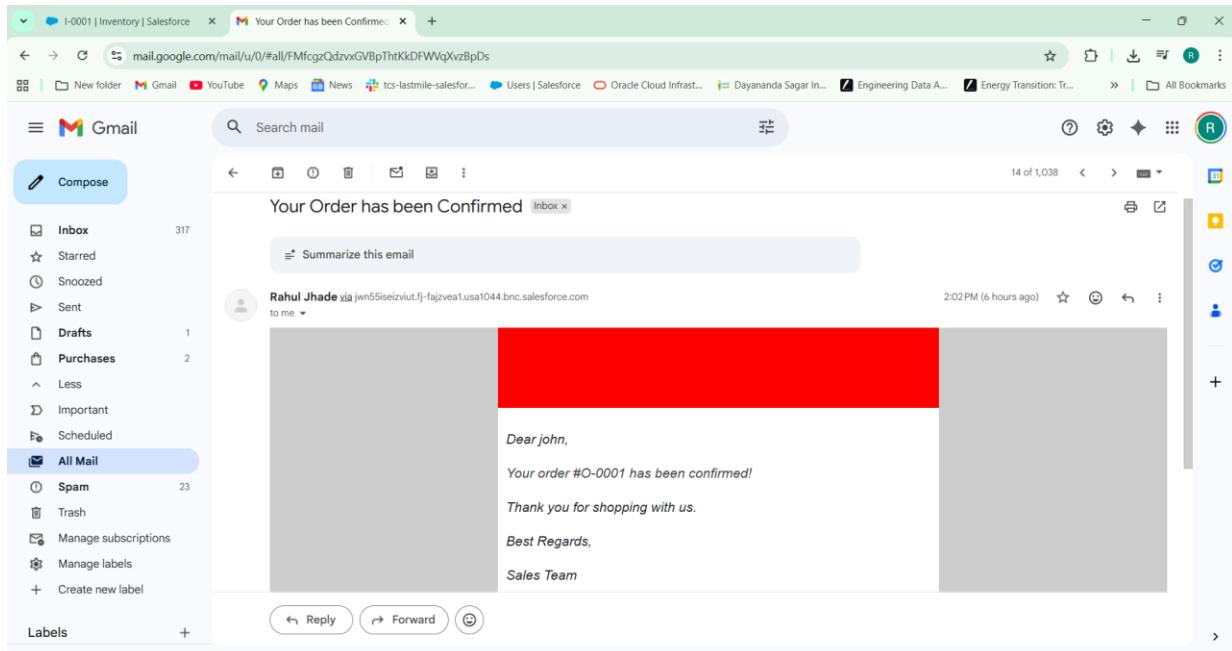
Email Template**Send Test and Verify Merge Fields****Subject** | Loyalty Program Email**HTML Preview** |

Congratulations! You are now a
{!HandsMen_Customer__c.Loyalty_Status__c} member and you are
eligible for our Loyalty Rewards Program.
Enjoy exclusive discounts, early access to offers, and special member
benefits.

Thank you for your continued Support.

- **Type:** Scheduled Flow that runs weekly/monthly.
- **Steps:**
 - Iterates through all customers.
 - Calculates total purchases.
 - Updates loyalty status (Bronze/Silver/Gold).
 - Sends status update via email.
- **Purpose:** Rewards repeat customers and boosts engagement.

9. Order Confirmation Email Template



- Custom email template triggered by the Order Confirmation Flow.
- Includes dynamic details like customer name, product, quantity, and total price.
- Sent immediately upon order creation.
- **Purpose:** Confirms order placement and provides order summary to the customer.

Conclusion:

The HandsMen Threads project streamlines order processing, inventory tracking, and customer engagement using Salesforce automation. With flows and custom objects, it enhances efficiency, reduces manual work, and improves the overall customer experience.