

HANDSMEN THREADS: ELEVATING THE ART OF SPPHISTICATION IN MEN'S FASHION

ABSTRACT:

The project aims to develop a Salesforce-based business management system for HandsMen Threads, a premium men's fashion brand specializing in bespoke tailoring. This system helps the company manage customers, products, orders, inventory, and marketing activities more efficiently. The solution brings together all business operations on a single platform, reducing manual efforts, improving customer satisfaction, and ensuring smooth business flow through automation.

OBJECTIVE:

- To simplify business processes for managing bespoke men's tailoring through Salesforce.
- To centralize customer information, orders, inventory, and marketing.
- To automate repetitive tasks like sending emails, updating statuses, and tracking orders.
- To provide clear roles, permissions, and security controls within the organization.

TECHNOLOGY DESCRIPTION:

Salesforce Platform:

A cloud-based CRM (Customer Relationship Management) platform used to build customized business solutions without needing complex infrastructure.

Custom Objects:

Custom objects created specifically for HandsMen Threads to handle their unique data:

- HandsMen Customer: Stores customer details like name, contact, preferences, and history.
- HandsMen Order: Tracks customer orders, order status, delivery details.
- HandsMen Product: Stores product details like fabric, style, price, etc.
- Inventory: Manages stock availability for raw materials or finished goods.
- Marketing Campaign: Manages marketing strategies, target audiences, and campaign results.

Tabs:

- Tabs were created for easy access to Customers, Orders, Products, Inventory, and Campaigns directly from the app interface.

Customer Profiles:

- Profiles allow storing detailed information about customers to provide personalized service and future reference.

Roles:

- Created to define the hierarchy within the organization (Admin, Sales, Marketing, Tailoring Staff).
- Helps in managing data visibility and responsibilities.

Permission Sets:

- Allows giving extra permissions to specific users without changing their profiles (e.g., access to sensitive reports, edit rights).

Validation Rules:

- Ensure data accuracy by preventing incorrect entries (Example: Prevent creating an Order without selecting a Customer).

Email Templates & Email Alerts:

- **Templates:** Standard email formats created for faster communication (Order Confirmation, Delivery Update, Offers).
- **Alerts:** Automated email notifications triggered by specific actions (New Order, Status Change).

Flows:

- Used Flows (No-Code Automation) to automate tasks like:
 - Updating order status
 - Sending alerts when inventory is low
 - Assigning tasks to team members automatically

Apex Classes & Triggers:

- Apex was used for complex automation where Flows were not enough:
 - Automatically updating related records
 - Handling batch jobs for large data processing (like updating Inventory in bulk)
 - Custom business logic implementation

EXECUTION PHASE:

Custom Object Creation:

- Navigated to Object Manager in Salesforce Setup.
- Created the following Custom Objects:
 - HandsMen Customer (Customer profiles, preferences, history)
 - HandsMen Order (Order details, status, amount)
 - HandsMen Product (Product types, fabrics, pricing)
 - Inventory (Stock availability)
 - Marketing Campaign (Campaign details, audience, results)

Fields Created in Objects:

- Lookup Fields: Relationships between objects (Order linked to Customer, Product linked to Order)
- Picklists: Order Status (New, In Progress, Completed)
- Text/Number Fields: Quantity, SKU, Contact Numbers, etc.
- Date Fields: Order Date, Delivery Date

Added navigation tabs for:

- Customers
- Orders
- Products
- Inventory
- Marketing Campaigns

Also we have set a visibility and availability for selected profiles.

Validation Rules Implementation: To ensure data accuracy and prevent invalid data entry.

Examples of Validation Rules Created:

- Prevent saving Order without linking a Customer.
- Quantity in Inventory cannot be negative.
- Delivery Date cannot be earlier than Order Date.

Apex Triggers: It handles complex automation which Flows couldn't achieve. Apex will be in a code format.

Flow Implementation:

Stock Alert Flow (Record-Triggered Flow):

When Inventory falls below a defined threshold, automatically:

- Update Inventory Status to “Low Stock”
- Send an Email Alert to Admin/Sales Team

Loyalty Points Update Flow:

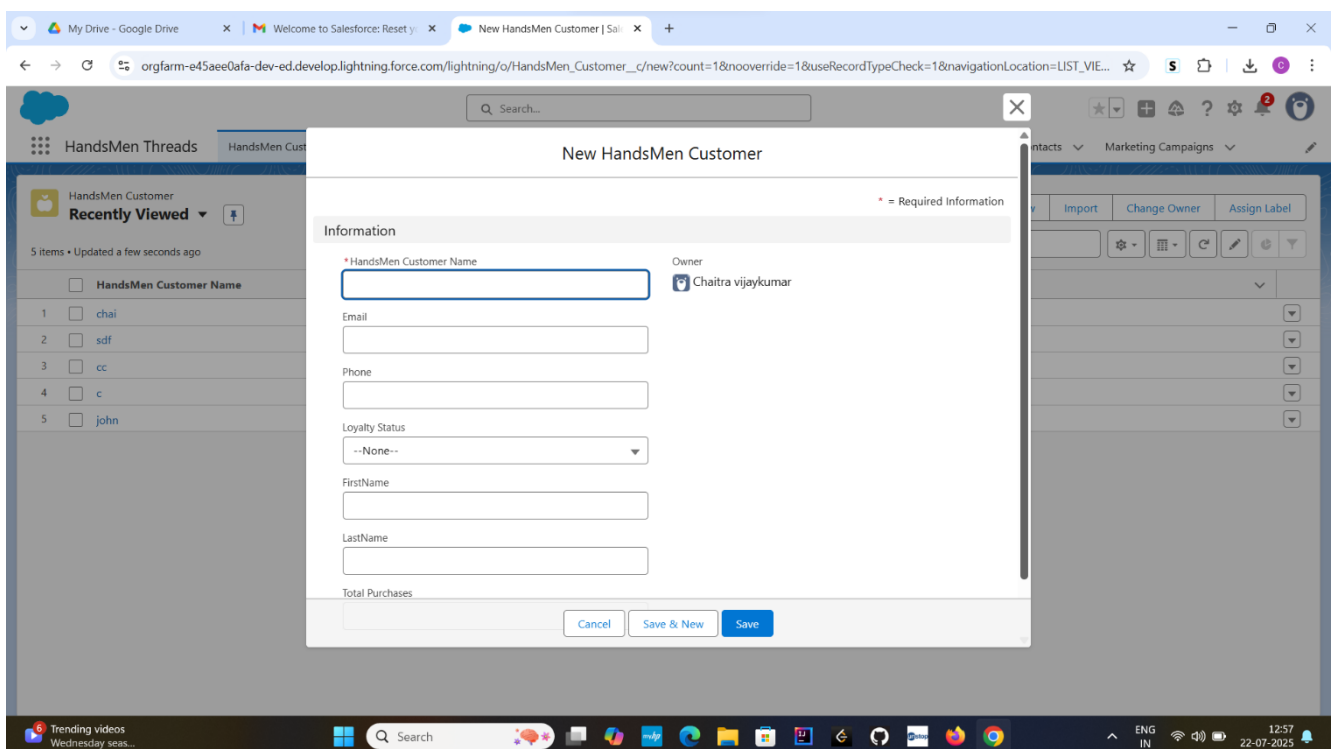
When a new order is marked as “Completed”:

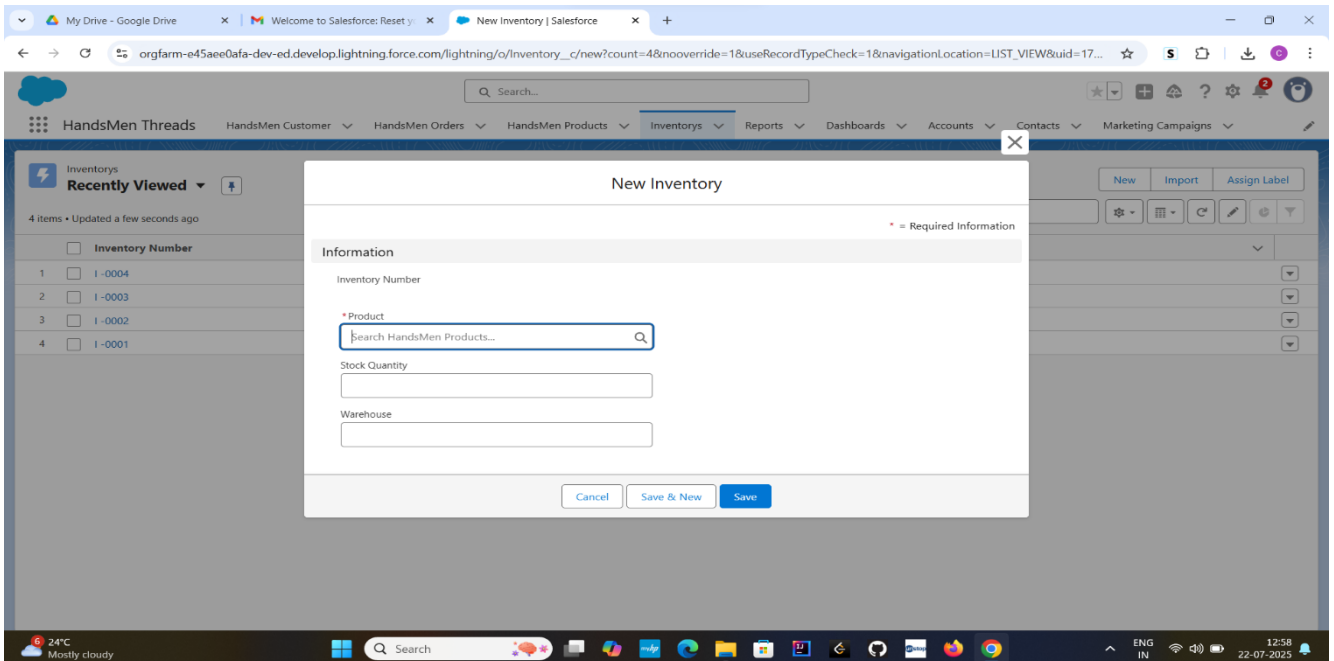
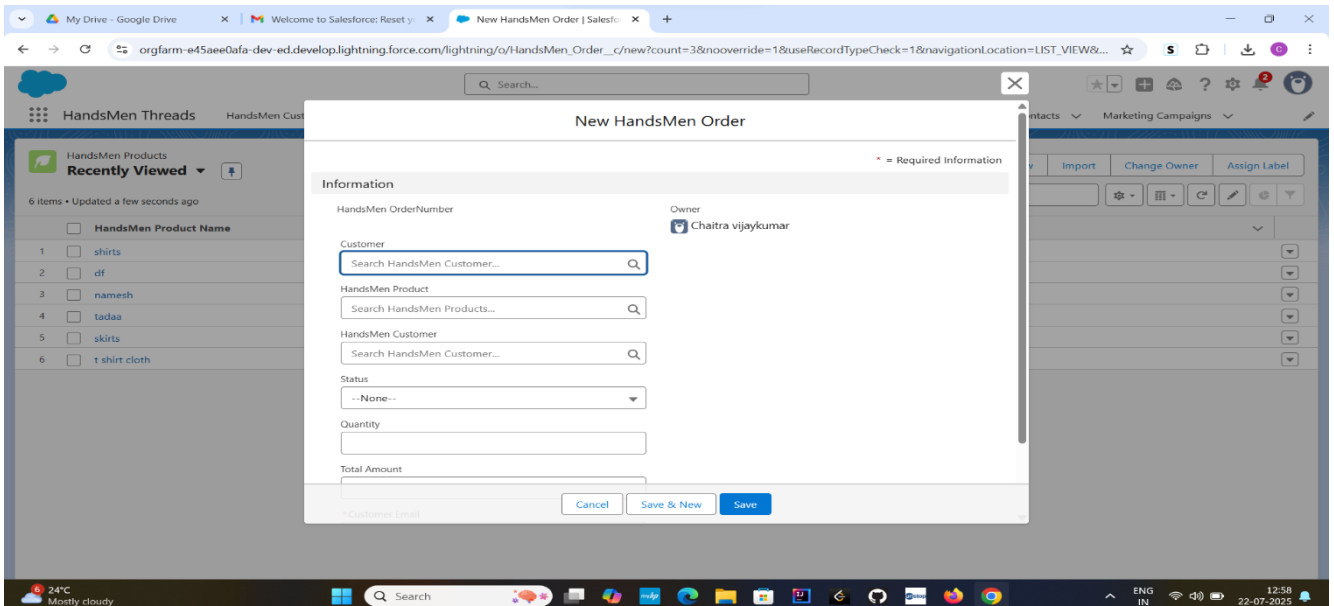
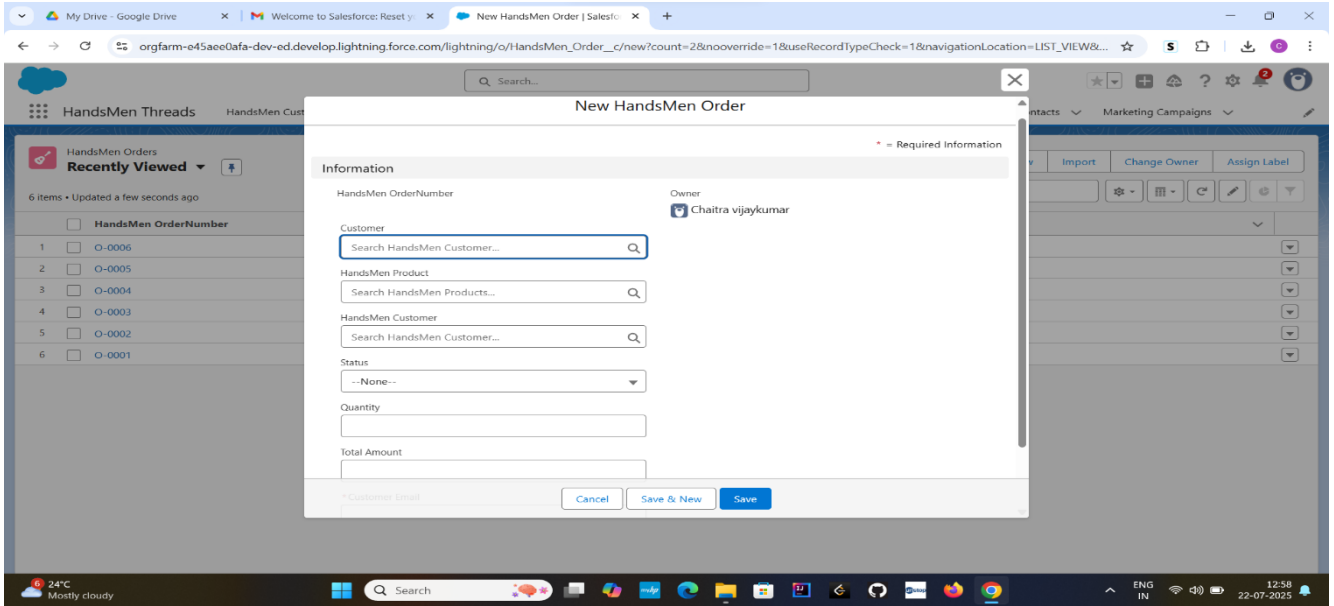
- Automatically update Customer Loyalty Points
- Add points based on order amount/value
- Notify Customer via Email

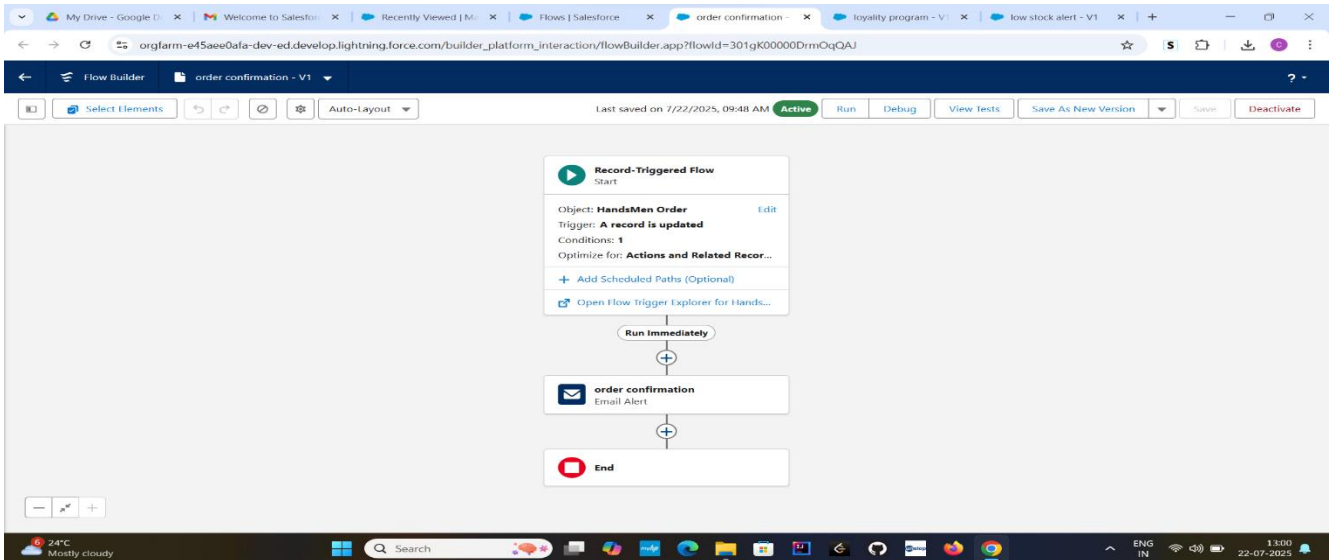
Order Status Flow:

- Automatically notify customers when their order status is updated (e.g., In Progress → Completed).

SCREENSHOTS OF MY PROJECT OUTPUT:







Dear john,

Your order #O-0002 has been confirmed!

Thank you for shopping with us.

Best Regards,

Sales Team

Why is this message in spam? This message is similar to messages that were identified as spam in the past.

Report as not spam

Dear Inventory Manager,

This is to inform you that the stock for the following product is running low:

Product Name: T-shirt cloth

Current Stock Quantity: 4

Please take the necessary steps to restock this item immediately.

Best Regards,

Inventory Monitoring System

Reply

Forward



CONCLUSION:

The project "HandsMen Threads" successfully delivered a Salesforce-based business management solution tailored to the needs of a bespoke men's fashion brand. The solution effectively manages customer registrations, product catalogs, order placements, inventory updates, loyalty programs, and automated email communications through Salesforce's powerful CRM tools.

By implementing custom objects, roles, profiles, validation rules, flows, email alerts, and Apex automation, the system now offers a smooth, secure, and efficient process for handling daily business operations. It helps reduce manual efforts, improves customer satisfaction, maintains accurate records, and strengthens internal communication through role-based access.

FUTURE SCOPE:

1. Advanced Analytics and Reporting:

- Implement dashboards and reports for tracking sales performance, customer behavior, and inventory trends. Predict future demands using AI-powered analytics (Einstein Analytics).

2. Integration with E-Commerce Platforms:

- Integrate Salesforce with online stores (like Shopify, Magento) to sync inventory and orders in real-time.

3. Mobile Application Integration:

- Develop a mobile app connected to Salesforce for customers to place orders, track status, and manage their profiles.

