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Capstone Project

Salesforce Virtual Internship Program

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

Submitted By:

De Jesus, Jigo James C.

BSIS 3AG2

November 2025

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PROJECT OVERVIEW

My Salesforce capstone project, **HandsMen Threads: Elevating the Art of Sophistication in Men's Fashion**, focuses on improving how the company manages its data and connects with customers. The project aims to build a strong data model that stores all important business information and keeps everything organized. By maintaining data integrity directly from the user interface, the system ensures that the information is always accurate and reliable. This makes it easier for the company to make better decisions and run operations smoothly.

To make the business workflow more efficient, I integrated several automated processes using Salesforce. Customers now receive automatic order confirmation emails to keep them informed and engaged. A dynamic loyalty program updates each customer's status based on their purchase history, encouraging repeat purchases. The system also sends proactive stock alerts when items run low and processes bulk order updates every midnight to keep financial and inventory records accurate. Overall, this project helps HandsMen Threads work smarter, improve customer service, and maintain reliable data for everyday operations.

OBJECTIVE

- Automate Order Confirmations: Enable the system to send automatic email updates to customers after each order confirmation to improve engagement and strengthen customer relationships.
- Implement a Dynamic Loyalty Program: Automatically update customer loyalty status based on their purchase history to provide personalized rewards and encourage repeat transactions.
- Set Up Proactive Stock Alerts: Configure the system to send automatic notifications to the warehouse team when stock levels drop below five units, ensuring timely restocking and preventing shortages.
- Schedule Bulk Order Updates: Automate the daily processing of bulk orders at midnight to update financial records and adjust inventory levels for accurate and efficient operations.

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PHASE 1: REQUIREMENT ANALYSIS & PLANNING

Understanding Business Requirements

The project summarizes the user needs and problems being solved: the requirement for a strong data model that stores all important business information, maintains data integrity, and automates key processes. This solves the problem of manual order confirmations, static loyalty management, reactive stock management, and inefficient nightly bulk updates.

Defining Project Scope and Objectives

The detailed points for the scope and objectives are:

- Building a foundational data model with Custom Objects (*Customer_c*, *Product_c*, *Order_c*, *Inventory_c*, *Marketing_Campaign_c*).
- Implementing three core automations (*Order Confirmation*, *Loyalty Update*, *Stock Alert*) using Flows and Apex.
- Enforcing data quality via Validation Rules (*email format*, *total amount \$> 0\$*).
- Establishing a security model using Profiles, Roles, and Permission Sets.
- Developing a custom Lightning App for optimal user experience.

Design Data Model and Security Model

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

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

Security Model

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

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- Permission Sets: Created a Permission Set named *Permission_Platform_1* in Salesforce Setup. Configured object permissions to allow Read, Create, Edit, and Delete access for the HandsMen Customer and Order objects.

Stakeholders Mapping

Stakeholder	Role in Project	Description
Project Instructor	Project Evaluator	Evaluates project compliance, quality, and documentation
Jigo De Jesus (Developer)	Project Developer	Responsible for all design, development, testing, and deployment of the system.
Niklaus Mikaelson	Sales Manager	Handles order processing, accurate customer data.
Kol Mikaelson	Inventory Manager	Handles stock alerts, accurate inventory tracking.
Daniel Mikaelson	Marketing Role	Handles loyalty status updates, customer purchase history.
Customers	External Beneficiary	Recipients of automated communications and rewards

Execution Roadmap

The project execution was divided into phases:

1. Developer Org Setup
2. Custom Object Creation
3. Creating the Lighting App
4. Validation Rules
5. User Role & Profile Setup

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6. User Creation
7. Permission Sets
8. Email Templates & Alerts
9. Flow Implementations (*Order Confirmation, Stock Alert, Scheduled Loyalty Update*)
10. Apex Triggers (*Order Total, Stock Deduction*)

PHASE 2: SALESFORCE DEVELOPMENT - BACKEND & CONFIGURATIONS

Developer Org Setup

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

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Custom Object Creation

Five custom objects were created to store business-critical data with necessary fields (see Phase 1)

Object Manager

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
HandsMen Customer	HandsMen_Customer__c	Custom Object		11/4/2025	✓
HandsMen Order	HandsMen_Order__c	Custom Object		11/4/2025	✓
HandsMen Product	HandsMen_Product__c	Custom Object		11/4/2025	✓

Object Manager

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Inventory	Inventory__c	Custom Object		11/4/2025	✓

Object Manager

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Marketing Campaign	Marketing_Campaign__c	Custom Object		11/4/2025	✓

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Validation Rules

- Order Object** - Prevents saving if `Total_Amount_c <= 0`. Error: "Please Enter Correct Amount".

HandsMen Order Validation Rule

Validation Rule Edit

Rule Name: `Total_Amount`

Active:

Error Condition Formula:

```
if Total_Amount_c <= 0
```

Error Message:

Example: Discount percent cannot exceed 30%

- Customer Object** - Validates email contains @gmail.com. Error: "Please fill in the correct Gmail".

HandsMen Customer Validation Rule

Validation Rule Edit

Rule Name: `Email`

Active:

Error Condition Formula:

```
NOT CONTAINS( Email__c , "@gmail.com")
```

Error Message:

Example: Discount percent cannot exceed 30%

This message will appear when Error Condition formula is true

Error Message: Please fill correct Gmail

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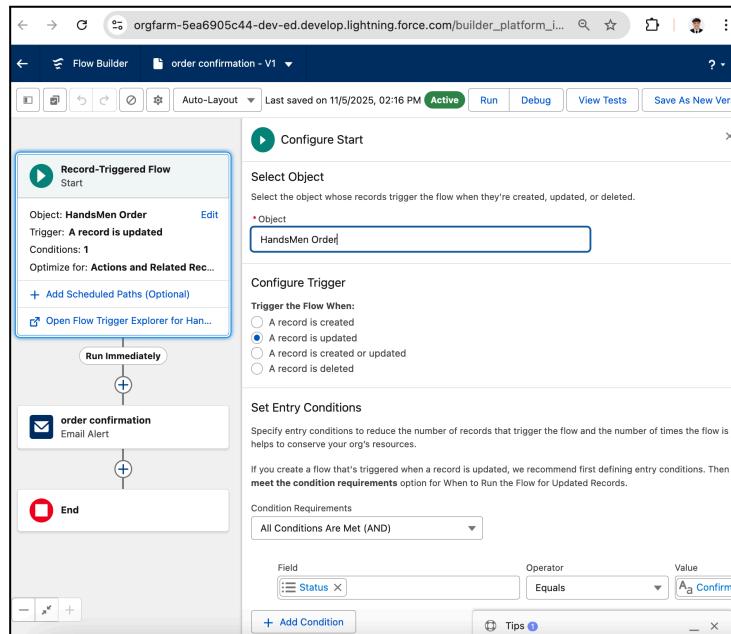
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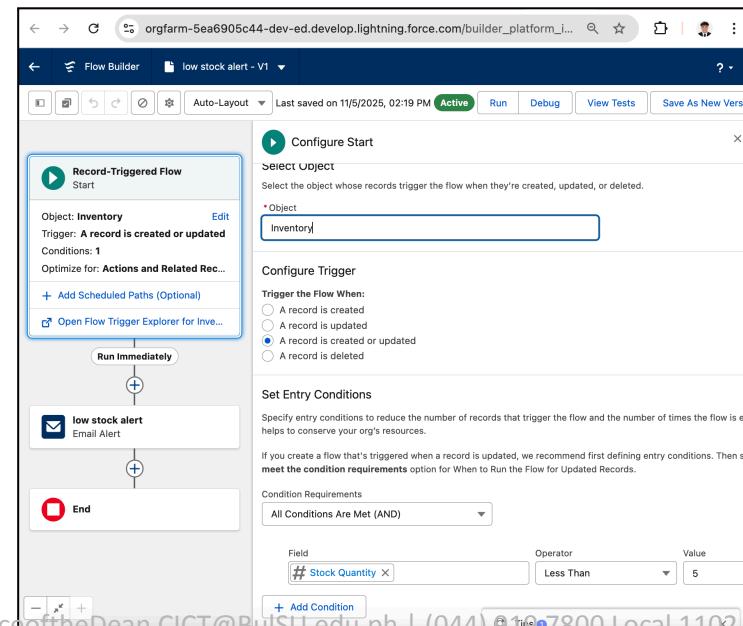
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Flows

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



- Stock Alert Flow:** Triggered when an Inventory drops below 5. Sends Low Stock email to Inventory Manager.



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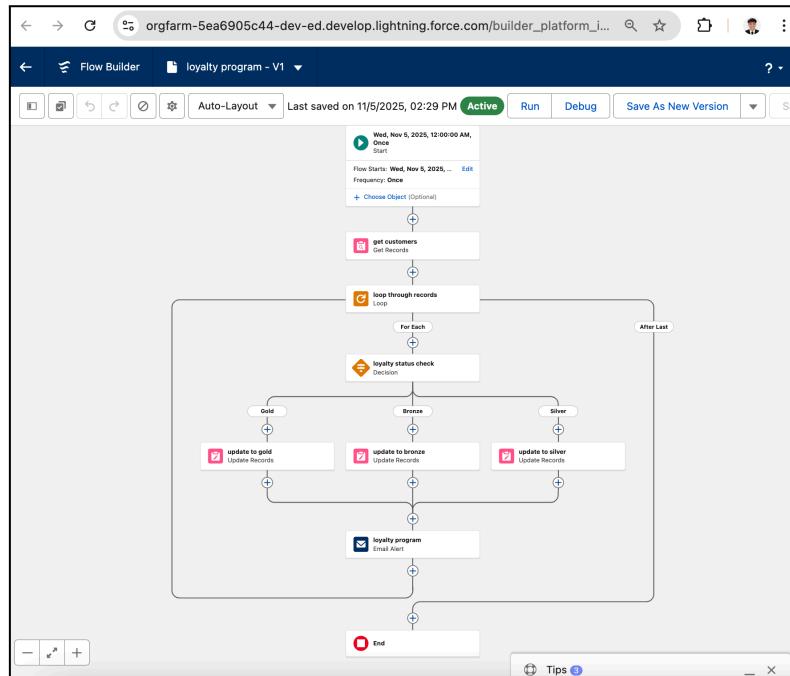


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- Scheduled Flow (Loyalty Update): Runs daily at midnight. Loops through customers and updates their Loyalty Status based on total purchases.



Apex Triggers

The following Apex Triggers were developed:

- Order Total Trigger: Auto-calculates Total_Amount__c based on quantity and unit price.

```

trigger OrderTotalTrigger on HandsMen_Order__c (before insert, before update) {
    Set<Id> productIds = new Set<Id>();
    Map<Id, HandsMen_Product__c> productMap = new Map<Id, HandsMen_Product__c>(
        [SELECT Id, Price__c FROM HandsMen_Product__c WHERE Id IN :productIds]
    );
    for (HandsMen_Order__c order : Trigger.new) {
        if (order.HandsMen_Product__c != null) {
            productIds.add(order.HandsMen_Product__c);
        }
    }
    for (HandsMen_Order__c order : Trigger.new) {
        if (order.HandsMen_Product__c != null && productMap.containsKey(order.HandsMen_Product__c)) {
            HandsMen_Product__c product = productMap.get(order.HandsMen_Product__c);
            if (order.Quantity__c != null) {
                order.Total_Amount__c = order.Quantity__c * product.Price__c;
            }
        }
    }
}
  
```

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- Stock Deduction Trigger: Reduces inventory stock when an order is placed.

```

Developer Console
File • Edit • Debug • Test • Workspace • Help • < >
OrderTotalTrigger.apxt StockDeductionTrigger.apxt InventoryBatchJob.apxc
Code Coverage: None • API Version: 65 • Go To
1 v trigger StockDeductionTrigger on HandsMen_Order__c (after insert, after update) {
2     Set<Id> productIds = new Set<Id>();
3
4     for (HandsMen_Order__c order : Trigger.new) {
5         if (order.Status__c == 'Confirmed' && order.HandsMen_Product__c != null) {
6             productIds.add(order.HandsMen_Product__c);
7         }
8     }
9
10    if (productIds.isEmpty()) return;
11
12    // Query related inventories based on product
13    Map<Id, Inventory__c> inventoryMap = new Map<Id, Inventory__c>(
14        [SELECT Id, Stock_Quantity__c, HandsMen_Product__c
15         FROM Inventory__c
16         WHERE HandsMen_Product__c IN :productIds];
17    );
18
19    List<Inventory__c> inventoriesToUpdate = new List<Inventory__c>();

```

Email Templates

- Order Confirmation Email Template

The screenshot shows the Salesforce Setup interface with the following details:

- Page Title:** Classic Email Templates
- Section:** Email
- Sub-section:** Classic Email Templates
- Subject:** Your Order has been Confirmed!
- HTML Preview:**

```

Dear {!HandsMen_Order__c.HandsMen_Customer__c},
Your order # {!HandsMen_Order__c.Name} has been confirmed!
Thank you for shopping with us.
Best Regards,
Sales Team

```

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- Low Stock Alert Email Template

The screenshot shows the Salesforce Setup interface for creating a new email template. The template is titled "Low Stock Alert". The "Email Template Detail" section includes fields for "Email Template Name" (Low Stock Alert), "Template Unique Name" (Low_Stock_Alert), "Encoding" (Unicode (UTF-8)), and "Author" (Jigo James De Jesus). The "Available For Use" checkbox is checked. The "Email Template" section shows the plain text preview: "Subject: Low Stock Alert Email" and "Dear Inventory Manager, This is to inform you that the stock for the following product is running low: Product Name: [!HandsMen_Charter_Prod__c]. Current Stock Quantity: ([Inventory_c_Stock_Quantity__c]) Please take the necessary steps to restock this item immediately. Best Regards, Inventory Monitoring System".

- Loyalty Program Email Template

The screenshot shows the Salesforce Setup interface for creating a new email template. The template is titled "Loyalty Program Email". The "Email Template Detail" section includes fields for "Email Template Name" (Loyalty Program Email) and "Template Unique Name" (Loyalty_Program_Email). The "Available For Use" checkbox is checked. The "Email Template" section shows the 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."

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PHASE 3: UI/UX DEVELOPMENT & CUSTOMIZATION

Lightning App setup through App Manager

A custom Lightning App named HandsMen Threads was developed. The app includes tabs such as HandsMen Customer, Order, Product, Inventory, Campaign, and Reports. The app is assigned to the System Administrator profile for full access and management.

Page Layouts

- Handsmen Customers Page Layout

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- Handsmen Orders Page Layout

New HandsMen Order

Information

* = Required Information

HandsMen OrderNumber: O-0002 Owner: Jigo James De Jesus

HandsMen Product: Search HandsMen Products...
HandsMen Customer: Search HandsMen Customers...
Status: --None--
Quantity: 10
Total Amount: 30
Customer Email: dejesus.jigojames.bsis@gmail.com

Cancel Save & New Save

HandsMen Threads HandsMen Customers HandsMen Orders HandsMen Products More

HandsMen Order O-0002

Related Details

HandsMen OrderNumber: O-0002 Owner: Jigo James De Jesus

HandsMen Product: Shoes
HandsMen Customer: Jigo
Status: Confirmed
Quantity: 10
Total Amount: 30
Customer Email: dejesus.jigojames.bsis@gmail.com

Created By: Jigo James De Jesus, 11/5/2025, 7:24 PM Last Modified By: Jigo James De Jesus, 11/5/2025, 8:32 PM

- Handsmen Products Page Layout

New HandsMen Product

Information

* = Required Information

HandsMen Product Name: Shoes Owner: Jigo James De Jesus

SKU: 001
Price: \$3
Stock Quantity: 200

Cancel Save & New Save

HandsMen Threads HandsMen Customers HandsMen Orders HandsMen Products More

HandsMen Product Shoes

Related Details

HandsMen Product Name: Shoes Owner: Jigo James De Jesus

SKU: 001
Price: \$3
Stock Quantity: 200

Created By: Jigo James De Jesus, 11/5/2025, 7:08 PM Last Modified By: Jigo James De Jesus, 11/5/2025, 7:08 PM

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- Inventory Page Layout

The screenshot shows two views of the Salesforce Inventory page. On the left, a 'New Inventory' form is displayed with fields for 'Inventory Number' (I-0002), 'HandsMen Product' (Shoes), 'Stock Quantity' (4), and 'Warehouse' (warehouse1). On the right, the details of the newly created inventory item I-0002 are shown, including its number, product, quantity, status, warehouse, and creation/modification history by Jigo James De Jesus on 11/5/2025.

User Management

Users were created in Salesforce and assigned the appropriate roles and profiles:

- Niklaus Mikaelson - Assigned as Sales Role (Platform 1 Profile).
- Kol Mikaelson - Assigned as Inventory Role (Platform 1 Profile).
- Daniel Mikaelson - Assigned as Marketing Role (Platform 1 Profile).

The screenshot shows the Salesforce Setup Home page with the 'Users' section selected. It displays a list of all users, including their full name, alias, username, role, active status, and profile. The users listed are Chatter Expert, OnFarm Admin, Daniel Mikaelson, Kol Mikaelson, Niklaus Mikaelson, and User Integration.

Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	Chatter Expert	Chatty.00dd00000g3juao.wpofohxveik@chatter.salesforce.com			<input checked="" type="checkbox"/>	Chatter Free User
<input type="checkbox"/> Edit	On Farm Admin	dej	dejesus.jigojames.bais161@agentforce.com		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/> Edit	EPIC_OnFarm	OEPIC	epic.5946456b237c@orgfarm.salesforce.com		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/> Edit	Mikaelson, Daniel	dmika	dejesus.jigojames.bais5432@gmail.com	Marketing	<input checked="" type="checkbox"/>	Platform_1
<input type="checkbox"/> Edit	Mikaelson, Kol	kmika	dejesus.jigojames.bais6789@gmail.com	Inventory	<input type="checkbox"/>	Platform_1
<input type="checkbox"/> Edit	Mikaelson, Niklaus	nmiika	dejesus.jigojames.bais12345@gmail.com	Sales	<input checked="" type="checkbox"/>	Platform_1
<input type="checkbox"/> Edit	User Integration	integ	integration@00dd00000g3juao.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/> Edit	User Security	sec	insightssecurity@00dd00000g3juao.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User

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Steps followed:

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

The screenshot shows the Salesforce Setup interface with the 'Object Manager' tab selected. The page title is 'SETUP > OBJECT MANAGER HandsMen Order'. On the left, a sidebar lists various object settings: Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, and Search Layouts. The main 'Details' section shows the following configuration for the 'HandsMen Order' object:

Details	Details
Description	
API Name	HandsMen_Order__c
Custom	✓
Singular Label	HandsMen Order
Plural Label	HandsMen Orders
	Enable Reports ✓ Track Activities Track Field History Deployment Status Deployed Help Settings Standard salesforce.com Help Window

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PHASE 4: DATA MIGRATION, TESTING & SECURITY

Profiles

Platform 1 was cloned from Standard User.

The screenshot shows the Salesforce Setup interface for managing profiles. The left sidebar has 'Users' expanded, with 'Profiles' selected. A search bar at the top left shows 'profiles'. The main area displays the 'Profile Edit' screen for 'Platform 1'. The profile details are as follows:

- Name:** Platform 1
- User License:** Salesforce
- Description:** (empty)
- Custom Profile:** checked

Role

Roles for Sales Manager, Inventory Manager, Marketing Team were established for data visibility.

The screenshot shows the Salesforce Setup interface for managing roles. The left sidebar has 'Users' expanded, with 'Roles' selected. A search bar at the top left shows 'roles'. The main area displays the 'Creating the Role Hierarchy' screen. The role hierarchy tree is as follows:

```

Your Organization's Role Hierarchy
Collapse All Expand All
Bulacan State University
  + Add Role
    + CEO
      + Edit | Del | Assign
      + Add Role
        + CFO
          + Edit | Del | Assign
          + Add Role
        + COO
          + Edit | Del | Assign
          + Add Role
        + Inventory
          + Edit | Del | Assign
          + Add Role
        + Marketing
          + Edit | Del | Assign
          + Add Role
        + Sales
          + Edit | Del | Assign
          + Add Role

```

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Permission Sets

Platform_1 was created to grant additional Read, Create, Edit, and Delete access to Customer_c and Order_c objects.

The screenshot shows the Salesforce Setup interface with the 'Permission Sets' tab selected. A permission set named 'Platform 1' is displayed. The 'Permission Set Overview' section shows the API name 'Platform_1', namespace prefix 'com', and creation date '11/5/2025, 4:22 AM'. The 'Assigned To' field is empty. The 'Apps' section lists various app permissions such as 'Assigned Apps', 'Actionable Connected Apps', 'Object Settings', 'App Permissions', 'Apex Class Access', 'Visualforce Page Access', 'External Data Source Access', 'Flow Access', 'Named Credential Access', and 'External Credential Principal Access'. Each permission has a brief description and a link to learn more.

Test Cases

1. Order Creation - Verify new order creation with valid product and quantity.
New Order Creation (Input)

The screenshot shows a modal window titled 'New HandsMen Order' with the following fields:

- HandsMen OrderNumber: (empty)
- Owner: Jigo James De Jesus
- HandsMen Product: T-shirt cloth
- HandsMen Customer: Lebron
- Status: Pending
- Quantity: 5
- Total Amount: (empty)
- *Customer Email: dejesus.jigojames.bsis@gmail.com

At the bottom are 'Cancel', 'Save & New', and 'Save' buttons.



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Order Creation Saved (Output)

The screenshot shows a Salesforce Lightning interface for the 'HandsMen Threads' account. The main view is the 'HandsMen Order' detail page for order 'O-0003'. The 'Details' tab is selected. The order details are as follows:

HandsMen OrderNumber	O-0003	Owner	Jigo James De Jesus
HandsMen Product	T-shirt cloth		
HandsMen Customer	Lebron		
Status	Pending		
Quantity	5		
Total Amount	15		
Customer Email	dejesus.jigojames.bsis@gmail.com		
Created By	Jigo James De Jesus	Last Modified By	Jigo James De Jesus
11/10/2025, 1:39 AM		11/10/2025, 1:39 AM	

2. Apex Stock Deduction - Verify Inventory stock is reduced after a new order is saved..

Inventory Before Order (Input)

The screenshot shows a Salesforce Lightning interface for the 'HandsMen Threads' account. The main view is the 'Inventory' detail page for item 'I-0001'. The 'Details' tab is selected. The inventory details are as follows:

Inventory Number	I-0001		
HandsMen Product	T-shirt cloth		
Stock Quantity	600		
Stock Status	Available		
Warehouse			
Created By	Jigo James De Jesus	Last Modified By	Jigo James De Jesus
11/4/2025, 9:26 PM		11/4/2025, 10:41 PM	

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Inventory After Order (Output)

Inventory Number	I-0001
HandsMen Product	T-shirt cloth
Stock Quantity	555
Stock Status	Available
Warehouse	
Created By	Jigo James De Jesus, 11/4/2025, 9:26 PM
Last Modified By	Jigo James De Jesus, 11/10/2025, 1:51 AM

3. Validation Rule - Test preventing an order save if the calculated total is zero or negative.

Order Total = 0 (Input)

HandsMen OrderNumber	O-0004
Owner	Jigo James De Jesus
HandsMen Product	T-shirt cloth
HandsMen Customer	Lebron
Status	Pending
Quantity	0
Total Amount	15
*Customer Email	dejesus.jigojames.bsis@gmail.com
Created By	Jigo James De Jesus, 11/10/2025, 1:50 AM
Last Modified By	Jigo James De Jesus, 11/10/2025, 1:50 AM

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Error Message Displayed (Output)

The screenshot shows a Salesforce Lightning interface for a 'HandsMen Orders' record. The record ID is O-0004. The form fields include:

- HandsMen OrderNumber: O-0004
- Owner: Jigo James De Jesus
- HandsMen Product: T-shirt cloth
- HandsMen Customer: Lebron
- Status: Pending
- Quantity: 0
- Total Amount: 0 15 (highlighted in red)

A red error message box appears below the form:
• We hit a snag.
Review the following fields:
• Total Amount

At the bottom, there are 'Cancel' and 'Save' buttons.

3. Order Confirmation Email - Verify the Order Confirmation Flow sends an email upon status change.

Order Status = Confirmed (Input)

The screenshot shows the same Salesforce Lightning interface for the 'HandsMen Orders' record O-0004. The form fields are identical to the previous screenshot, except for the 'Status' field which is now set to 'Confirmed'. The 'Quantity' field has been updated to 5. The 'Total Amount' field now contains 15. A new field 'Customer Email' has been added and contains the value dejesus.jigojames.bsis@gmail.com. The 'Created By' and 'Last Modified By' fields both show Jigo James De Jesus.

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Activity History Email Sent (Output)

The screenshot shows a Gmail inbox with the search term "in:spam" applied. The first result is an email from "Jigo James De Jesus" with the subject "Your Order has been Confirmed!". The email body contains the following text:

Dear Lebron,
Your order #O-0004 has been confirmed!
Thank you for shopping with us.
Best Regards,
Sales Team

4. Low Stock Alert Email - Verify the Order Confirmation Flow sends an email upon status change.

Inventory Quantity = 4 (Input)

The screenshot shows a Salesforce Lightning interface for the "HandsMen Threads" account. The user is viewing the "Inventory" tab. An inventory record for item "I-0001" is displayed with the following details:

Related	Details
Inventory Number	I-0001
HandsMen Product	T-shirt cloth
Stock Quantity	4
Stock Status	Low Stock
Warehouse	
Created By	Jigo James De Jesus, 11/4/2025, 9:26 PM
Last Modified By	Jigo James De Jesus, 11/10/2025, 2:22 AM

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Email Alert Sent to Inventory Manager (Output)

The screenshot shows a Gmail inbox with a search bar at the top containing 'in:spam'. There is one email in the spam folder from 'Jigo James De Jesus' with the subject 'Low Stock Alert Email'. The email body reads:

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

5. Loyalty Program Status Email - Test a customer reaching the Silver Tier based on cumulative purchases.

Total Purchases Placed for ₱500 (Input)

The screenshot shows a CRM application interface for 'HandsMen Threads'. The main navigation bar includes 'HandsMen Customers', 'HandsMen Orders', 'Inventorys', and 'More'. The current view is on the 'HandsMen Customers' tab, showing a contact record for 'Lebron'. The 'Details' tab is active. Key fields visible include:

- HandsMen Customer Name: Lebron
- Email: dejesus.jigojames.bsis@gmail.com
- Phone: (not explicitly shown)
- Loyalty Status: (not explicitly shown)
- FirstName: Lebron
- LastName: James
- FullName: Lebron James
- Total Purchases: 500
- Created By: Jigo James De Jesus (11/10/2025, 1:35 AM)
- Last Modified By: Jigo James De Jesus (11/10/2025, 3:05 AM)

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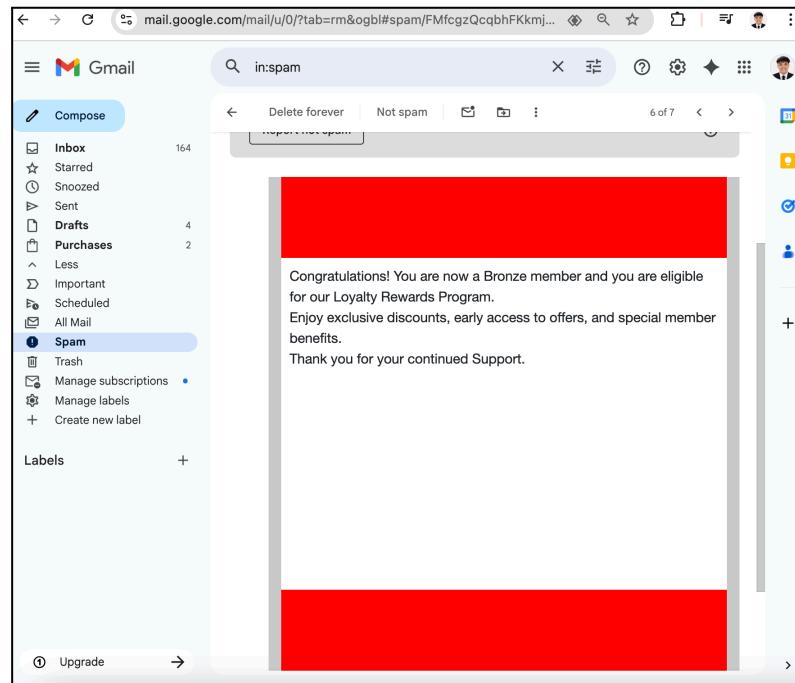


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Customer Loyalty Status Email (Output)



PHASE 5: DEPLOYMENT, DOCUMENTATION & MAINTENANCE

The system will be deployed from the Salesforce Developer Org. This process ensures all configured metadata like objects, apex, flows, profiles, etc. are moved accurately and requires all Apex Test Classes to pass validation prior to deployment.

The system will be maintained by updating business logic and fixing errors in the Salesforce Developer Org before deploying the changes to Production. It will be monitored using Apex Jobs (for scheduled flows) and the Setup Audit Trail to track administrative changes and system health.

When an issue is reported, the Administrator will first attempt to replicate the problem. The primary tool for diagnosis will be Debug Logs, used to trace transactions and pinpoint the exact failing Apex code or Flow element, allowing for a targeted fix and re-deployment.

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CONCLUSION

The HandsMen Threads Salesforce Capstone Project successfully demonstrated how CRM automation can transform business operations in the fashion retail industry. By integrating custom objects, validation rules, Apex triggers, and automated workflows, the system now streamlines data management, improves order processing, and enhances customer engagement. The automation of loyalty programs, stock alerts, and email notifications helps ensure that every business process runs efficiently with minimal manual effort. Overall, this project not only strengthens HandsMen Threads' operational foundation but also provides a scalable model for other small to medium enterprises seeking digital transformation through Salesforce.

FUTURE SCOPE

In the future, the system can be expanded by integrating Salesforce Service Cloud to manage customer inquiries and after-sales support efficiently. The addition of AI-driven analytics using Einstein Analytics could help predict customer behavior and optimize marketing campaigns. Furthermore, connecting the platform with e-commerce systems and payment gateways would allow real-time synchronization of online orders and transactions. These enhancements will make HandsMen Threads a fully automated, data-driven, and customer-centric enterprise, capable of adapting to the evolving demands of the fashion industry.

In the long term, implementing mobile access through Salesforce's mobile app can empower store staff to view orders, update inventory, and check customer details on the go. The introduction of dashboards and real-time reporting will help management make data-driven decisions and track sales performance effectively. Finally, enhancing security and role-based access will ensure that sensitive business and customer information remains protected as the organization continues to grow.

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