

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

Documented by:
Erika Alessandra Daduya
Asia Pacific College

Introduction

Project Overview

The HandsMen Threads CRM is a custom-built Salesforce solution designed for a menswear brand. It provides a centralized system for managing customer relationships, processing orders, monitoring inventory, and executing marketing campaigns.

The system is built around five key custom objects: HandsMen Customer, HandsMen Product, HandsMen Order, Inventory, and Marketing Campaign. Each custom object represents an essential component of the business workflow. The CRM also integrates automation tools, analytics dashboards, and a secure role-based access model to ensure smooth and efficient day-to-day operations.

Objective

The primary objective of the HandsMen Threads CRM is to automate and centralize core business processes within the organization. It aims to strengthen customer engagement, maintain accurate inventory levels, and support data-driven marketing execution.

By leveraging Salesforce's automation and analytics capabilities, the system improves data visibility, minimizes manual work, and enhances collaboration across departments. The ultimate goal is to deliver a scalable, efficient, and user-friendly CRM that supports both operational excellence and business growth.

Phase 1: Requirement Analysis and Planning

Understanding Business Requirements

I began by identifying key business needs:

- The sales process required automated order tracking and total computation.
- The inventory process needed low-stock alerts and easy updates.
- The marketing process required campaign tracking and approval workflows.

Based on these requirements, I defined the scope to include five custom objects, automation features, and dashboards. I also outlined role-based access for sales, inventory, and marketing users.

Phase 2: Salesforce Development

I customized Salesforce using Developer Edition.

- **Custom Objects:** HandsMen Customer, Product, Order, Inventory, and Marketing Campaign
- **Validation Rules:** Ensured required fields for order and campaign data integrity
- **Automation:**
 - **Flows** for loyalty rewards, order confirmation, and low-stock alerts
- **Apex Triggers:**
 - **OrderTotalTrigger** for computing order totals
 - **StockDeductionTrigger** for updating inventory
 - **InventoryBatchJob** for bulk updates

Phase 3: UI & User Experience

This phase emphasized improving user interaction through intuitive layouts and clear navigation.

Lightning App Setup

A custom Salesforce application named HandsMen Threads CRM was created using App Manager, consolidating all custom objects into a single workspace.

Page Layouts and Dynamic Forms

Layouts for Orders and Products were customized to improve usability. Dynamic forms were used to display conditional fields, such as loyalty-related details for premium customers.

User Management

Defined roles ensured that users only accessed relevant modules:

- **Sales Manager** - Full access to Customers and Orders
- **Inventory Manager** - Edit access to Inventory and Products
- **Marketing Team** - Manage Campaigns and view Customer data

Phase 4: Testing & Security

Security Implementation

Security mechanisms were configured, such as role hierarchies, permission sets, and sharing rules for controlled access

Testing and Validation

Testing was performed for:

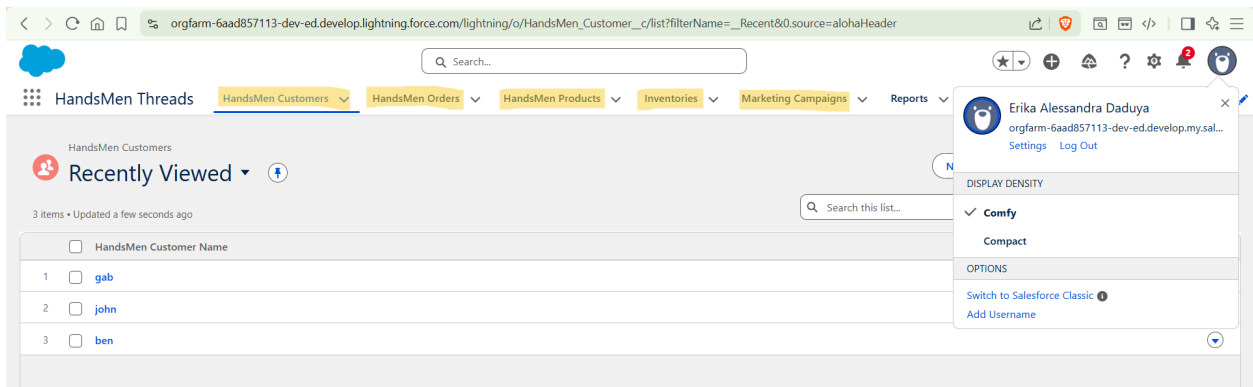
- Booking and order creation
- Approval workflows
- Loyalty program automation
- Trigger and batch process execution

Conclusion

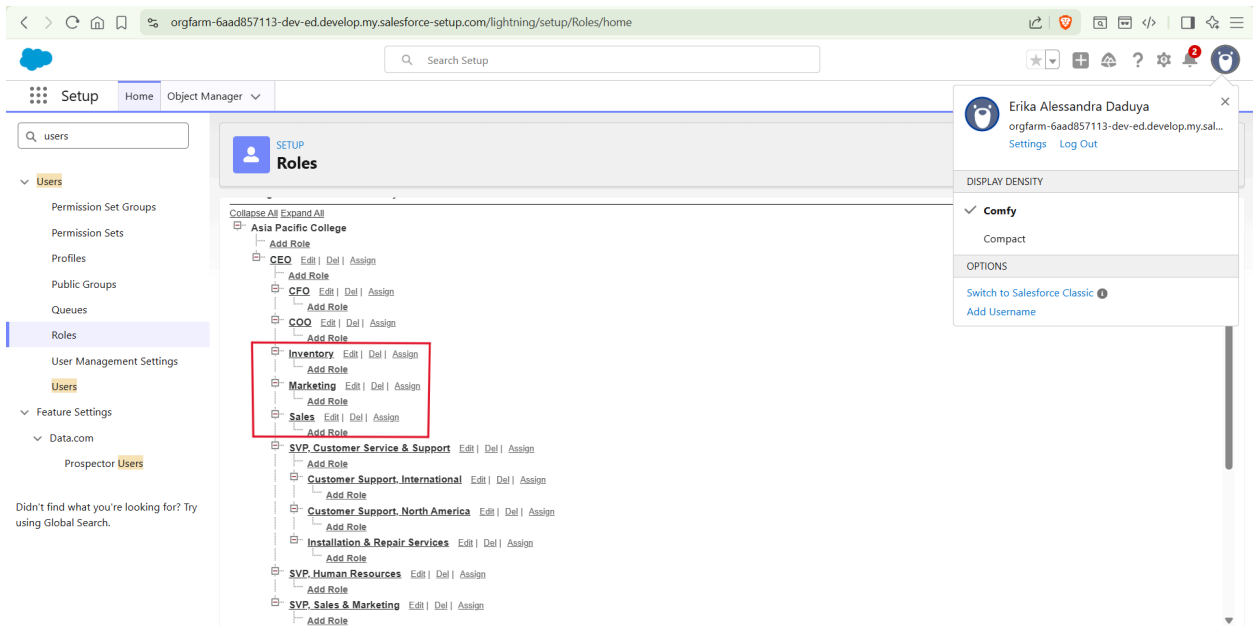
The HandsMen Threads CRM effectively integrates Salesforce's core features, like custom objects, automation, analytics, and role-based security, to meet the operational needs of a menswear brand. The system improves productivity, accuracy, and decision-making through real-time data visibility and streamlined workflows.

Screenshots:

Custom Objects -



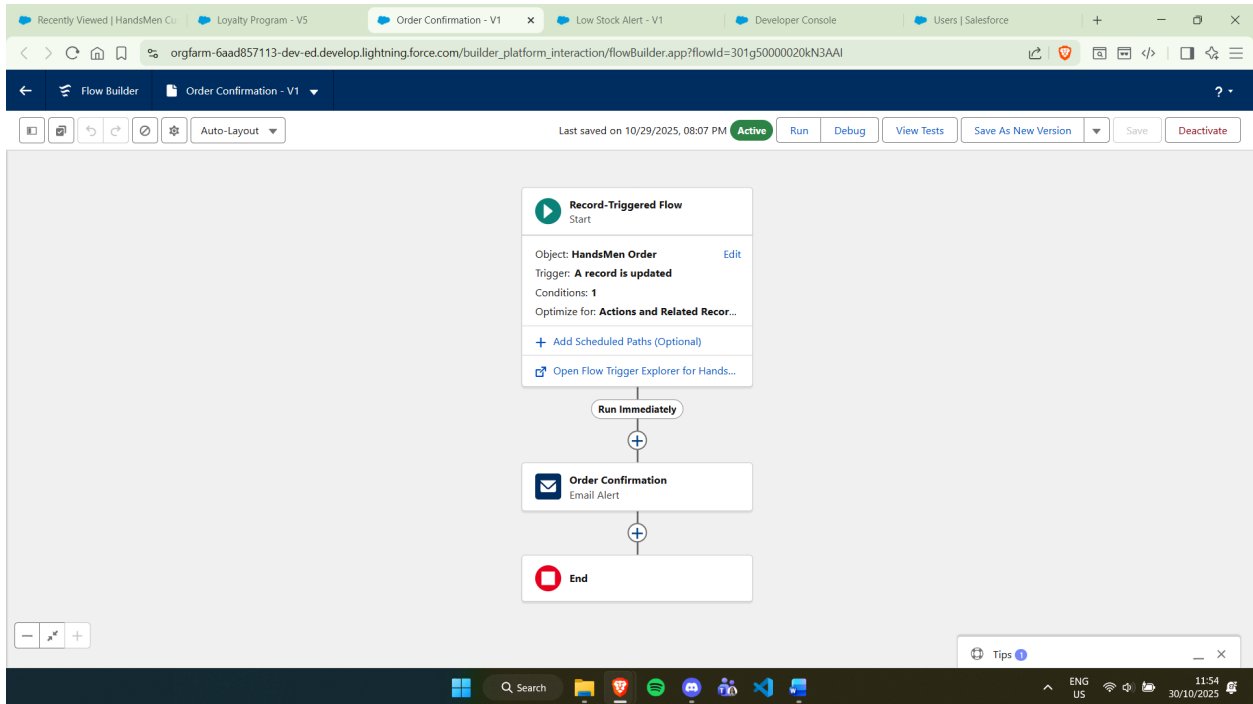
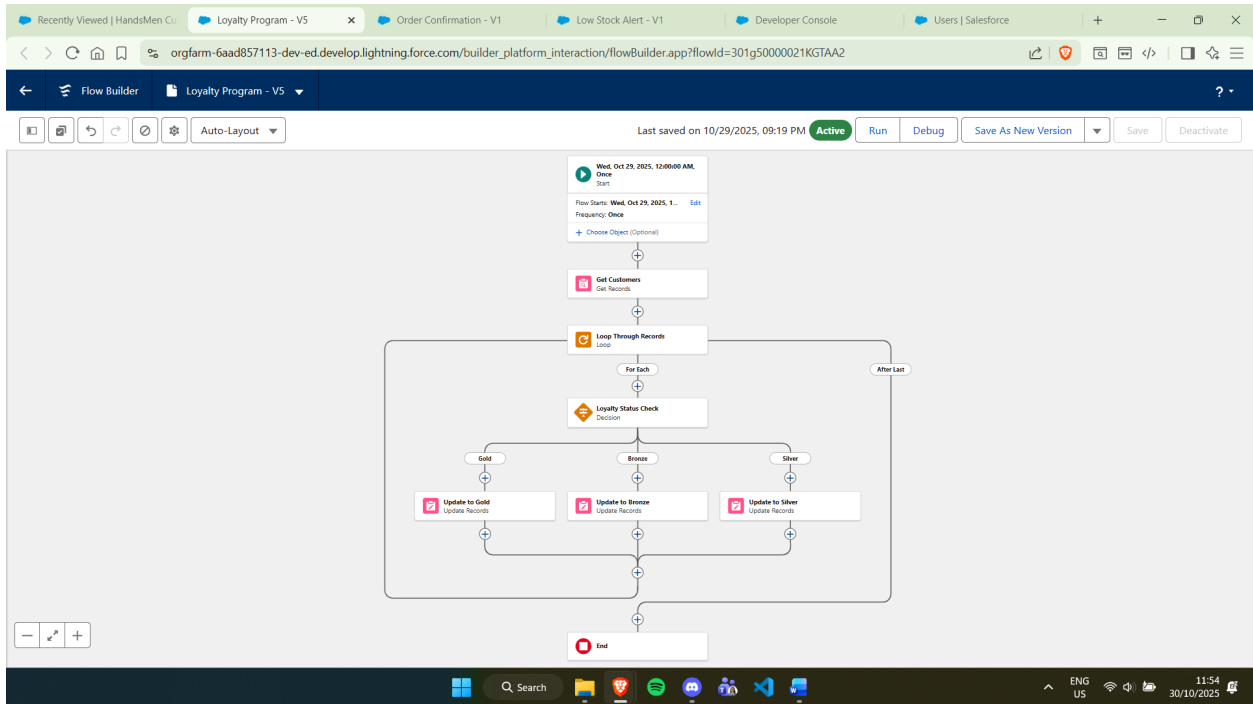
Roles -

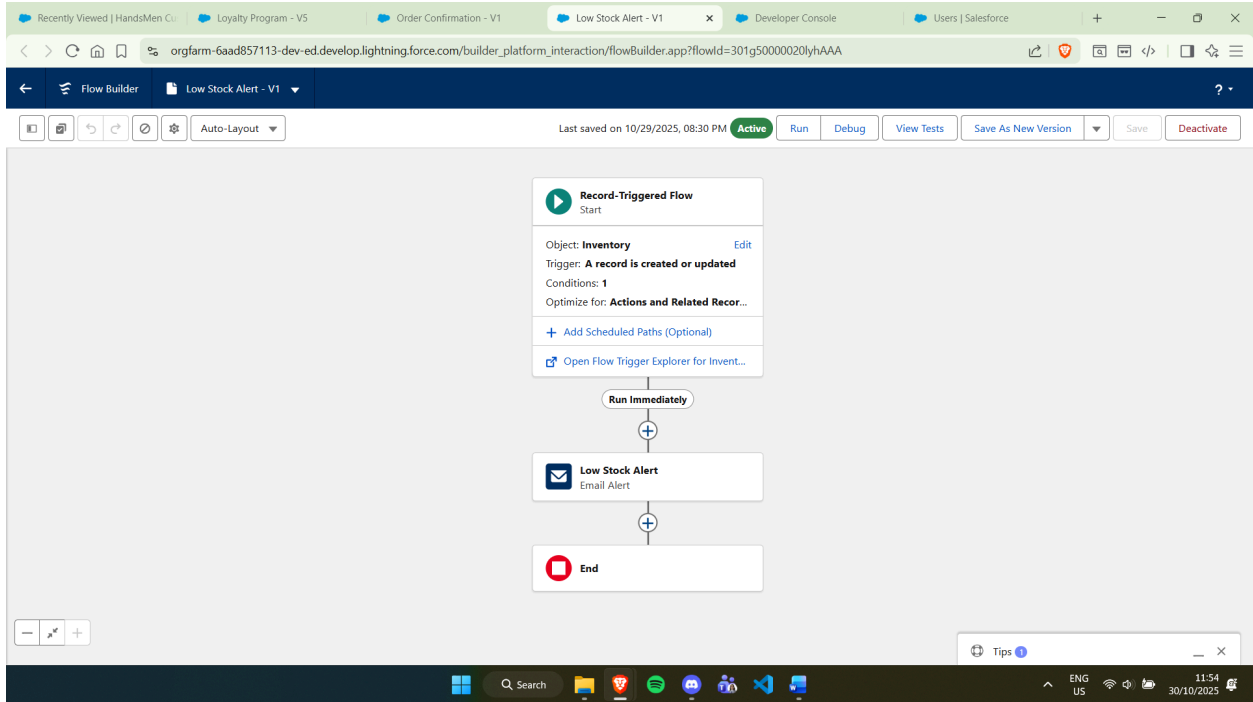


Users -

<input type="checkbox"/>	Edit	Mikaelson, Gabriela	gmika	gmika123@gmail.com	Marketing	<input checked="" type="checkbox"/>	Platform 1
<input type="checkbox"/>	Edit	Mikaelson, Kol	kmika	kmika123@gmail.com	Inventory	<input type="checkbox"/>	Platform 1
<input type="checkbox"/>	Edit	Mikaelson, Niklaus	nmika	nmika123@gmail.com	Sales	<input checked="" type="checkbox"/>	Platform 1

Flows -





Apex Triggers and Classes -

Developer Console interface showing Apex code for OrderTotalTrigger.

```
1 trigger OrderTotalTrigger on HandsMen_Order__c (before insert, before update) {  
2     Set<Id> productIds = new Set<Id>();  
3  
4     for (HandsMen_Order__c order : Trigger.new) {  
5         if (order.HandsMen_Product__c != null) {  
6             productIds.add(order.HandsMen_Product__c);  
7         }  
8     }  
9  
10    Map<Id, HandsMen_Product__c> productMap = new Map<Id, HandsMen_Product__c>(  
11        [SELECT Id, Price__c FROM HandsMen_Product__c WHERE Id IN :productIds]  
12    );  
13  
14    for (HandsMen_Order__c order : Trigger.new) {  
15        if (order.HandsMen_Product__c != null && productMap.containsKey(order.HandsMen_Product__c)) {  
16            HandsMen_Product__c product = productMap.get(order.HandsMen_Product__c);  
17            if (order.Quantity__c != null) {  
18                order.Total_Amount__c = order.Quantity__c * product.Price__c;  
19            }  
20        }  
21    }
```

Logs

User	Application	Operation	Time	Status	Read	Size
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:59:37 AM	Success	Unread	8.36 KB
Erika Alessandra Daduya	Unknown	common.api.soap.DirectSoap	10/30/2025, 10:59:37 AM	Success	Unread	520 bytes
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:58:40 AM	Success	Unread	742 bytes
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:58:27 AM	Success	Unread	744 bytes
Erika Alessandra Daduya	Browser	/udd/PermissionSet/newPermissionSet...	10/30/2025, 10:36:32 AM	Success	Unread	527 bytes
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:28:26 AM	Success	Unread	310 bytes

Recently Viewed | HandsMen C... Loyalty Program - V5 Order Confirmation - V1 Low Stock Alert - V1 Developer Console x Users | Salesforce

orgfarm-6aad857113-dev-ed.develop.my.salesforce.com/_ui/common/apex/debug/ApexCSIPage

File Edit Debug Test Workspace Help < >

OrderTotalTrigger.apxc StockDeductionTrigger.apxc InventoryBatchJob.apxc

Code Coverage: None API Version: 65 Go To

```
1 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>();
```

Logs Tests Checkpoints Query Editor View State Progress Problems

User	Application	Operation	Time	Status	Read	Size
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:59:37 AM	Success	Unread	8.36 KB
Erika Alessandra Daduya	Unknown	common.api.soap.DirectSoap	10/30/2025, 10:59:37 AM	Success	Unread	520 bytes
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:58:40 AM	Success	Unread	742 bytes
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:58:27 AM	Success	Unread	744 bytes
Erika Alessandra Daduya	Browser	/udd/PermissionSet/newPermissionSet...	10/30/2025, 10:36:32 AM	Success	Unread	527 bytes
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:28:26 AM	Success	Unread	310 bytes

Filter Click here to filter the log list

ENG US 11:55 30/10/2025

Recently Viewed | HandsMen C... Loyalty Program - V5 Order Confirmation - V1 Low Stock Alert - V1 Developer Console x Users | Salesforce

orgfarm-6aad857113-dev-ed.develop.my.salesforce.com/_ui/common/apex/debug/ApexCSIPage

File Edit Debug Test Workspace Help < >

OrderTotalTrigger.apxc StockDeductionTrigger.apxc InventoryBatchJob.apxc

Code Coverage: None API Version: 65 Go To

```
1 global class InventoryBatchJob implements Database.Batchable<SObject>, Schedulable {
2
3     global Database.QueryLocator start(Database.BatchableContext BC) {
4
5         return Database.getQueryLocator(
6
7             'SELECT Id, Stock_Quantity__c FROM Product__c WHERE Stock_Quantity__c < 10'
8
9         );
10    }
11
12
13    global void execute(Database.BatchableContext BC, List<SObject> records) {
14
15        List<HandsMen_Product__c> productsToUpdate = new List<HandsMen_Product__c>();
16
17        // Cast SObject list to Product__c list
18
19        for (SObject record : records) {
```

Logs Tests Checkpoints Query Editor View State Progress Problems

User	Application	Operation	Time	Status	Read	Size
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:59:37 AM	Success	Unread	8.36 KB
Erika Alessandra Daduya	Unknown	common.api.soap.DirectSoap	10/30/2025, 10:59:37 AM	Success	Unread	520 bytes
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:58:40 AM	Success	Unread	742 bytes
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:58:27 AM	Success	Unread	744 bytes
Erika Alessandra Daduya	Browser	/udd/PermissionSet/newPermissionSet...	10/30/2025, 10:36:32 AM	Success	Unread	527 bytes
Erika Alessandra Daduya	Browser	/aura	10/30/2025, 10:28:26 AM	Success	Unread	310 bytes

Filter Click here to filter the log list

ENG US 11:55 30/10/2025