

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

ABSTRACT

The project presents the implementation of a customized Salesforce CRM solution for **HandsMen Threads**, a premium men's fashion and tailoring brand. The objective was to streamline business operations, enhance customer engagement, and maintain data integrity across departments.

The solution involves designing a robust data model featuring five key custom objects: Customer, Order, Product, Inventory, and Marketing Campaign. Business processes were automatically focused: Triggered Flows, Scheduled Flows, Partial Arms, and Apex to handle order confirmations, highly status updates, and proactive stock alerts.

To ensure clean and reliable data, validation rules were established, and a role-based security model was implemented in the Sales, Inventory, and Marketing teams. The solution also includes a scheduled batch job using Apex to enable new sales quantities.

This end-to-end CRM implementation improves customer experience through personalized communication, ensures operational efficiency with automation, and lays a scalable foundation for future business growth using the Salesforce Platform.

OBJECTIVE

The main objective of this project is to develop and implement a customized Salesforce CRM validator for Handwake Threads to streamline core business operations, maintain data integrity, and enhance customer satisfaction.

By building a centralized system to manage customers, orders, products, inventory, and marketing campaigns, the project aims to:

- **Automatic key processes** such as order confirmations, loyalty status updates, and stock alerts.
- **Ensure accurate and consistent data** entry using validation rules.
- **Enable real-time visibility** of inventory and customer interactions.
- **Improve internal team coordination** through role-based access control.
- **Deliver personalized customer experiences** through targeted communication and loyalty programs.

TECHNOLOGY DESCRIPTION

Salesforce:

Salesforce is a cloud-based Customer Relationship Management (CRM) platform that helps businesses manage customer data, automate processes, and improve service, marketing, and sales operations. It provides paths and click tools as well as programmatic capabilities (like APIs and Flows) to build custom business solutions.

Custom Objects:

Objects in Salesforce are like tables in a database. Custom Objects are created to store specific data.

Example:


- Customer_c – Stores customer info
- Product_c – Stores product details
- Order_c – Stores orders


Handsmen Customers :

The screenshot displays the Salesforce interface for a custom object named 'HandsMen Customer'. The record is for a customer named 'Tahsin'. The interface includes a top navigation bar with a search bar and a menu with options like 'HandsMen Threads', 'HandsMen Customer', 'HandsMen Products', 'HandsMen Orders', 'Inventorys', 'Marketing Campaigns', and 'Dashb'. The main content area shows the 'Details' tab for the customer record. The record includes fields for 'HandsMen Customer Name' (Tahsin), 'Email' (tonystarq0123@gmail.com), 'Phone', 'Loyalty Status' (Gold), 'FirstName' (Md), 'LastName' (Tahsin), 'FullName' (Md Tahsin), 'Total Purchases' (1,500), 'Created By' (Md Mokarram Alam, 7/22/2025, 8:37 PM), and 'Last Modified By' (OrgFarm EPIC, 7/22/2025, 9:13 PM). The 'Owner' field is also visible, showing 'Md Mokarram Alam'.

Related	Details
HandsMen Customer Name	Tahsin
Email	tonystarq0123@gmail.com
Phone	
Loyalty Status	Gold
FirstName	Md
LastName	Tahsin
FullName	Md Tahsin
Total Purchases	1,500
Created By	Md Mokarram Alam, 7/22/2025, 8:37 PM
Last Modified By	OrgFarm EPIC, 7/22/2025, 9:13 PM

Handsmen Products :



 HandsMen Threads

HandsMen Customer ▾


HandsMen Products ▾

HandsMen Orders ▾

Inventorys ▾

Marketing Campaigns ▾

Dashboard

 HandsMen Product

Shirt

Related

Details

HandsMen Product Name

Shirt

SKU


Price

\$100


Stock Quantity

200


Created By

 Md Mokarram Alam, 7/22/2025, 8:33 PM


Owner


 Md Mokarram Alam

Last Modified By

 Md Mokarram Alam, 7/22/2025, 8:33 PM

Handsmen Orders :



 HandsMen Threads

HandsMen Customer ▾


HandsMen Products ▾

HandsMen Orders ▾

Inventorys ▾

Marketing Campaigns ▾

Dash

 HandsMen Order

O-0003

Related

Details

HandsMen OrderNumber

O-0003

HandsMen Product

[Shirt](#)

HandsMen Customer

[Tahsin](#)

Status

Confirmed

Quantity

50


Total Amount

5,000


Customer Email

tonystarq0123@gmail.com


Created By

 Md Mokarram Alam, 7/22/2025, 9:26 PM

Owner

 Md Mokarram Alam

Last Modified By

 Md Mokarram Alam, 7/22/2025, 9:30 PM

Inventories :

The screenshot shows the Salesforce user interface with the 'Inventories' tab selected. The main content area displays the details for inventory 'I -0001'. The 'Details' tab is active, showing fields for Inventory Number, HandsMen Product (Shirt), Stock Quantity (50), Stock Status (Available), Warehouse (ddn), Created By (Md Mokarram Alam), and Last Modified By (Md Mokarram Alam). The 'Related' tab is also visible.

Field	Value
Inventory Number	I -0001
HandsMen Product	Shirt
Stock Quantity	50
Stock Status	Available
Warehouse	ddn
Created By	Md Mokarram Alam, 7/22/2025, 8:47 PM
Last Modified By	Md Mokarram Alam, 7/22/2025, 9:32 PM

Tabs:

Tabs are used to display object data in the Salesforce UI.

Example: A tab for Product__c allows users to easily view and manage products.

The screenshot shows the Salesforce navigation bar with the 'HandsMen Orders' tab selected. Other visible tabs include HandsMen Threads, HandsMen Customer, HandsMen Products, Inventories, Marketing Campaigns, Dashboards, Accounts, Contacts, and Reports.

Custom App:

An App in Salesforce is a collection of tabs grouped together for a specific business purpose.

The screenshot shows the Salesforce Custom App for 'HandsMen Customer'. The app is titled 'HandsMen Customer' and has a 'Recently Viewed' section. The 'Recently Viewed' section shows 1 item, updated a few seconds ago. The item is 'Tahsin' with a checkbox next to it. The 'HandsMen Customer Name' field is also visible.

Item	Checkbox
1	<input type="checkbox"/>
Tahsin	<input type="checkbox"/>

Profiles:

Profiles define what a user can see, do, and edit in Salesforce. It controls object permissions, field access, and more.

Roles:

Roles control the data visibility in Salesforce's role hierarchy. It's used for sharing settings and reporting.

Permission Sets:

Permission Sets grant additional permissions to users without changing their profile.

Data Security Model

Role	Access Level
Sales Manager	Full Access to Customers, Orders
Inventory Manager	Read & Edit on Inventory, Products
Marketing Team	Read on Customers, Edit on Marketing Campaigns

Validation Rules:

Validation Rules ensure data entered meets business criteria.

Example:

- Email must contain @gmail.com
- Stock cannot be negative

Email Templates:

Predefined formats for sending emails to customers or users.

Example:

- "Order Confirmation" template

Template Name	Type	Trigger
Order Confirmation	HTML	Sent when Order is placed
Low Stock Alert	Text	Sent when Inventory__c.Stock_Quantity__c < 5
Loyalty Program Email	HTML	Sent when customer qualifies for loyalty rewards

Email Alerts:

Email Alerts are actions in Flows or Workflow Rules that send emails using predefined templates.

Example: When a loyalty level changes, an email is sent to the customer.

Your Order has been Confirmed! Spam x

Md Mokarram Alam

via yda8qw7a5c26.gk-6x6puay.can96.bnc.salesforce.com

to me

9:11AM (3 minutes ago) ☆ ☹ ↶ ⋮

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

Report not spam ⓘ

Dear Tahsin,

Your order #O-0001 has been confirmed!

Thank you for shopping with us.

Best Regards,

Sales Team

Loyalty Program Email Spam x

OrgFarm EPIC <epic.orgfarm@salesforce.com>

9:43 AM (0 minutes ago)

☆ ☹ ↶

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

Report not spam ⓘ

Congratulations! You are now a Gold 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.

Low Stock Alert Spam x

Md Mokarram Alam

via 94st11p4dyk.gk-6x6puay.can96.bnc.salesforce.com

to me

9:25 AM (0 minutes ago) ☆ ☹ ↶ ⋮

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

Report not spam ⓘ

Dear Inventory Manager,

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

Product Name: Shirt

Current Stock Quantity: 3

Please take the necessary steps to restock this item immediately.

Best Regards,

Inventory Monitoring System

↶ Reply

↷ Forward

☹

Flows:

Flows automate business logic without code. They can create, update, or send notifications.

Example:

- Flow triggers email alerts on new order

Apex:

Apex is Salesforce's object-oriented programming language. It allows developers to write custom logic.

Example: Triggers:

- Update Total_Amount_of in order
- Reduce inventory stock

CONCLUSION

The HandsMen Threads CRM system built on Salesforce successfully streamlines key business processes like customer management, product cataloging, order processing, inventory tracking, and loyalty program automation. By leveraging Salesforce tools like Custom Objects, Flows, Validation Rules, and Apex, the system ensures accurate data entry, real-time updates, and enhanced customer experience. Through automation and well-structured user roles, the platform minimizes manual errors, speeds up operations, and provides better insights into sales and stock.