

Slide 1 – Title Slide

Project Title: HandsMen Threads – Salesforce Project Domain: Salesforce CRM & Automation Industry: Fashion & Retail Author: Vasanth Kumar Mujje

Slide 2 – Abstract

HandsMen Threads is a premium men's fashion brand. The project leverages Salesforce to streamline operations, automate workflows, and improve customer engagement. It focuses on centralizing customer, order, and inventory data with modern UX.

Slide 3 – Objectives

- Centralize customer, order, and inventory data. - Automate sales and service workflows. - Enhance customer loyalty with personalization. - Provide real-time insights with reports and dashboards.

Slide 4 – Technology Description

- Salesforce Lightning App: Custom UI - Record-Triggered Flows: Workflow automation - Apex Triggers: Business logic - Batch & Scheduled Apex: Bulk operations - Validation Rules: Data integrity

Slide 5 – Custom Objects

- Customer: Stores customer data - Order: Manages purchase details - Product: Fashion catalog - Inventory: Stock management - LoyaltyTier: Membership program

Slide 6 – Object Relationships

- Customer → Order (One-to-Many) - Order → Product (Many-to-One) - Customer
→ LoyaltyTier (One-to-One) (Visual diagram can be added in presentation)

Slide 7 – Key Features

- Automated Order Confirmations (emails) - Dynamic Loyalty Program (tier updates) - Proactive Stock Alerts (low stock notifications) - Scheduled Bulk Updates (nightly sync)

Slide 8 – Data Flow / Automation

- Record-triggered Flows for instant actions - Apex Triggers for loyalty tier updates
- Batch Apex for large-scale updates - Scheduled Apex for nightly processes

Slide 9 – Learning Outcomes

- Designing scalable Salesforce data models - Automating workflows with Flows & Apex - Enforcing data integrity with validation rules - Writing asynchronous code in Salesforce - Building Lightning UI apps

Slide 10 – Conclusion & Future Scope

The project improved efficiency and engagement. Future Scope: - AI-driven personalization - Integration with e-commerce platforms - Advanced analytics with Einstein AI