HandsMen Threads – Salesforce Project

Domain: Salesforce CRM & Automation
Industry: Fashion & Retail
Author: Vasanth Kumar Mujje

■ 1. Project Overview

HandsMen Threads is a premium men's fashion brand that needed a Salesforce-based digital transformation to streamline business operations, strengthen customer engagement, and enhance decision-making. The project focuses on building a centralized Salesforce system that integrates customer, order, product, and inventory management with automation and real-time insights. Objectives: - Centralize customer, order, and inventory data into Salesforce. - Automate workflows to improve efficiency for sales and service teams. - Enhance customer satisfaction with personalized engagement. - Provide real-time reports and dashboards for leadership.

■■ 2. Key Features

■ Automated Order Confirmations: Triggered email confirmation to customers after order placement using Record-Triggered Flows. ■ Dynamic Loyalty Program: Customer loyalty tier updates automatically based on purchase history using Apex Triggers. ■ Proactive Stock Alerts: Inventory team alerted when stock falls below 5 units using Flows. ■ Scheduled Bulk Updates: Nightly batch jobs update inventory and financial records using Batch Apex + Scheduled Apex.

Technology / Tool	Purpose
Salesforce Lightning App	Custom UI design
Record-Triggered Flows	Real-time process automation
Apex Triggers	Business logic for loyalty program
Batch Apex	Bulk record processing
Scheduled Apex	Nightly sync processes
Validation Rules	Maintain data integrity
Lightning App Builder	User interface development

■ 3. Data Model Highlights

Custom Objects: - Customer – Stores customer details - Order – Tracks purchase orders - Product – Catalog of available products - Inventory – Manages stock levels - LoyaltyTier – Defines loyalty membership tiers Object Relationships: - Customer → Order (One-to-Many) - Order → Product (Many-to-One) - Customer → LoyaltyTier (One-to-One)

■■ 4. Technologies & Tools Used

■ 5. What I Learned

- Designing scalable data models in Salesforce - Automating processes using Flows and Apex - Enforcing data quality and integrity using validation rules - Writing asynchronous logic with Batch & Scheduled Apex - Building intuitive UI components with Lightning App Builder

■ 6. Project Links

- GitHub / Portfolio Link: (Add your repo/portfolio link here) - Demo Screenshots: (Attach Flow/Custom Object screenshots here)

■■ 7. Custom Objects & Flow Screenshots

(Include Salesforce setup screenshots – Data Model, Flows, Validation Rules, Reports, Dashboards, etc.)

■ 8. License

This project is licensed under the MIT License – free for learning and academic purposes.

■ 9. Feedback

I welcome suggestions and improvements to enhance the Salesforce automation capabilities in fashion retail.