

# **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