

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

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## 1. Introduction

HandsMen Threads is a men's fashion brand leveraging the Salesforce platform to revolutionize internal operations and customer engagement. The implementation of a custom Salesforce CRM supports their mission to deliver premium service with streamlined efficiency.

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## 2. Abstract and Objective

This project aimed to develop a Salesforce-based CRM solution tailored to the operational needs of HandsMen Threads. The goals were to automate key business processes, manage customer and inventory data effectively, and enhance service delivery using integrated workflows and automated communication.

### Objectives:

- Centralize data management (orders, customers, inventory)
  - Automate customer communication
  - Enhance loyalty program management
  - Enable proactive stock monitoring
  - Implement scheduled bulk order updates
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## 3. Technology Stack & Salesforce Components

- **Salesforce Platform** (Lightning Experience)
- **Custom Objects:** Customer, Order, Inventory, Loyalty
- **Custom App:** Built using App Manager to house core features

- **Tabs:** For easy access to custom objects and records
  - **Profiles & Roles:** Control user access to records and data
  - **Permission Sets:** Grant additional privileges to users
  - **Email Templates:** Used for automated notifications
  - **Record-Triggered Flows:** Automate repetitive tasks
  - **Apex Classes & Batch Jobs:** Handle asynchronous processes
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## **4. Project Execution Flow**

### **A. Setup and Configuration**

- Creation of Salesforce Developer Org and credentials
- Configuration of custom objects and fields

### **B. Data Modeling**

- Designed custom objects for core business entities
- Set up relationships (lookup, master-detail)
- Configured page layouts and field-level security

### **C. Security Implementation**

- Defined and assigned user roles (e.g., Sales Rep, Warehouse Manager)
- Configured profiles and permission sets for access control

### **D. UI & App Design**

- Created a dedicated Lightning App

- Integrated navigation tabs for quick object access

## **E. Automation Using Flows and Apex**

- **Flows:**
    - Send order confirmation emails
    - Update customer loyalty status
    - Notify warehouse on low stock
  - **Apex Batch Job:**
    - Scheduled at midnight to update bulk orders
    - Sync financials and adjust inventory automatically
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## **5. Real-World Use Case Demonstration**

### **Scenario:**

1. Customer places an order via the platform.
2. Salesforce triggers creation of Customer and Order records.
3. An order confirmation email is sent automatically.
4. The loyalty tier of the customer is updated based on order count.
5. If product stock < 5 units, a stock alert is emailed to the warehouse.
6. At midnight, a batch Apex job processes all pending bulk orders and updates relevant records.

This automation reduces manual work, increases efficiency, and enhances customer experience.

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## 6. Project Summary & Outcome

The Salesforce solution designed for HandsMen Threads succeeded in:

- Digitizing and centralizing operational workflows
- Automating inventory management and order processing
- Improving customer communication
- Enabling scalable and secure data architecture

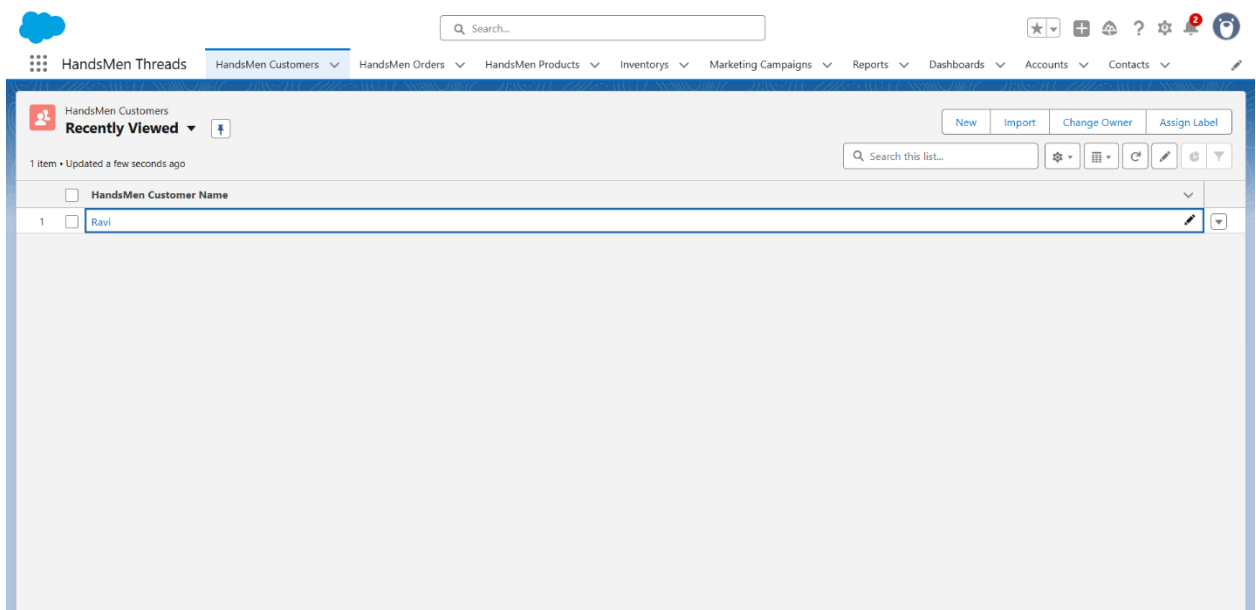
The project reflects how CRM automation can bring measurable value to the fashion retail industry.


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## 7. Conclusion

This project serves as a blueprint for implementing Salesforce in a business scenario requiring both operational precision and customer-centric automation. The integration of flows, custom development using Apex, and robust security modeling ensures HandsMen Threads can grow confidently with data-driven efficiency and sophistication.

## 8. Screenshots





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HandsMen ThreadsHandsMen CustomersHandsMen OrdersHandsMen ProductsInventorysMarketing CampaignsReportsDashboardsAccountsContacts

HandsMen Orders

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