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

## 1.Project Overview (Abstract)

A Salesforce-based custom application called HandsMen Threads was created to manage the men's fashion sector with a dash of style and cutting-edge business intelligence. The project simplifies a number of fashion retail functions, including automated sales processing, product cataloguing, inventory control, and customer relationship management. The objective is to use Salesforce's organised data and automation to enable fashion shops to provide a customised and high-end experience. In order to automate procedures, analyse client preferences, manage inventories, and provide analytical insights for business growth, this project demonstrates how Salesforce's cloud-based CRM capabilities can be customised beyond traditional domains – into a style-driven market like men's fashion.

## 2.Project Objectives

- To develop an application based on Salesforce that caters to the unique

  requirements of the men's fashion sector.

  To demonstrate how Salesforce can be customised with Custom Objects,

  Lightning Pages, Tabs, and Automation Tools.

  To centralise tasks including stock management, customer profiling, order

  placement, and product entry.


  Reports and dashboards will be used to show real-time data visibility, and chatbot

  integration, mobile access, and artificial intelligence will be used to investigate

  future scalability.


## 3.Technologies Used

### Salesforce CRM Platform

- Custom Objects: Developed tailored objects such as *Products*, *Orders*,

  *Customers*, *Inventory*, and *Marketing Campaigns* to align with business needs.

- Tabs and Lightning App: Built a custom Salesforce Lightning App called "HandsMen Threads", featuring intuitive tabs for smooth navigation and user-friendly access.

- Profiles and Permission Sets: Configured user roles with appropriate object-level and field-level security to ensure proper access control.

- Validation Rules & Workflows: Implemented automation and data validation mechanisms to maintain data quality and streamline business processes.

- Reports & Dashboards: Created dynamic reports and dashboards to visualize key metrics and support informed decision-making.

- Page Layouts and Record Types: Customized layouts and introduced record types to optimize data entry and simplify the user interface based on context.

# 4.Detailed Project Execution Phases

## Phase 1: Initial Setup

- Signed up for Salesforce Developer Edition.

- Configured basic app settings, user permissions, and org structure.

## Phase 2: Custom Data Model

- Created custom objects: *Product*, *Order*, *Customer*.

- Defined key fields like Style Code, Fabric, Size, and Order Status.

➢ Established relationships using lookup and master-detail fields.

## Phase 3: App & Interface Design

➢ Built the "**HandsMen Threads**" Lightning App.

➢ Added tabs for major objects and customized record pages.

➢ Used compact layouts and filters for better data visibility.

## Phase 4: Process Automation

➢ Set up automation using Workflow Rules and Process Builder.

➢ Examples: Auto emails on orders, stock updates, and validation checks.

## Phase 5: Reports & Dashboards

➢ Created dashboards to track top products, sales trends, and inventory alerts.

# 5.Real-World Use Case Example

- A customer visits Urban Couture looking for a designer blazer.
- The sales team uses the **HandsMen Threads** app to check availability and create a new customer record.
- The blazer is added to the cart and the order is confirmed.
- Automatically:

- Order details are recorded,

- Inventory is updated,

- A confirmation email is sent.

- At month-end, managers review dashboards to track best-sellers, restocking needs, and top-spending customers.

# 6.Future Scope

- **AI Recommendations**: Suggests outfits using purchase history and latest trends.

- **Smart Chatbot**: Assists with inquiries, orders, and delivery updates.

- **Mobile Access**: App support for staff to manage tasks on the go.

- **System Integrations**: Linked with payments, shipping, and ERP tools.

- **Loyalty Rewards**: Automatically tracks points and offers discounts.

# 7.Testing Approach

- **Unit Testing**: Validated individual fields, objects, and automation rules.

- **Integration Testing**: Ensured smooth data flow between related objects like Orders, Products, and Customers.

- **User Acceptance Testing**: Simulated real scenarios with different user roles to confirm functionality, visibility, and access control.

# 8.Deployment Strategy

- Migrated the complete solution from Sandbox to Production using Change Sets.

- Verified successful transfer of all components like objects, automation, and dashboards.

- Performed final system checks to ensure everything worked as expected.

- Delivered user guides and documentation to key stakeholders for smooth adoption.

# 9.Conclusion

**HandsMen Threads** showcases a flexible Salesforce-based solution tailored for the fashion industry. It streamlines daily operations through cloud automation, enhances customer engagement, and provides data-driven insights. This project highlights how non-tech sectors like fashion can embrace digital tools to deliver personalized services, optimize inventory, and improve overall business efficiency.