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

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PROJECT OVERVIEW

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

Platform: Salesforce CRM

Objective: Digitally streamline and automate business processes in a premium men's Fashion brand by creating a comprehensive Salesforce solution that manages customer relationships, product catalogs, order processing, and inventory tracking in real time.

Real World Impact: The solution enhances customer satisfaction, reduces manual errors,

Improves inventory control and provides a foundation that can be scaled up for growth.

Data Model and Custom Objects

Object Name	Type	Description	Key Fields	Relationships	Validation Rules
HandsMen Customer	Custom Object	Stores customer details	- **Name** (Record Name), - **Email** (Email), - **Phone** (Phone), - **Loyalty Status** (Picklist: Bronze, Gold, Silver) [Loyalty status field is already created in previous activity do not create it again, - **Total Purchases** (Number)	- One-to-Many relationship with HandsMen Order One-to-Many relationship with Marketing Campaign	- Fill Correct gmail (@gmail.com)
HandsMen Product	Custom Object	Stores product catalog	- Name (Record Name), - SKU (Text), - Price (Currency), - Stock Quantity (Number)	- One-to-Many relationship with HandsMen Order Master-Detail	

				relationship with Inventory	
HandsMen Order	Custom Object	Stores customer orders	- Order Number (Record Name), - Status (Picklist: Pending, Confirmed, Rejection), - Quantity (Number), Total Amount(Number)	- Many-to-One relationship with HandsMen Customer (Lookup) - Many-to-One relationship with HandsMen Product (Lookup) - One-to-Many relationship with Inventory	- Total amount must not be less than or equal to zero
Inventory	Custom Object	Tracks inventory levels	- Auto Number (Record Name), - Warehouse (Text), - Stock Quantity (Number)	- Master-Detail relationship with HandsMen Product (ensures data integrity) - Reference to HandsMen Order for stock allocation	- Inventory count must not be less than zero
Marketing Campaign	Custom Object	Manages promotions & campaigns	- Campaign Name (Record Name), - Start Date (Date), - End Date (Date)	- Many-to-One relationship with HandsMen Customer (Lookup)	

Application Architecture

Lightning App Structure

App Name: HandsMen Threads

Available Tabs and Objects:

- HandsMen Customer
- HandsMen Order
- HandsMen Product

- Inventory
- Marketing Campaign
- Reports
- Dashboards
- Account
- Contacts

Application Flows

1. Create a Customer
2. Create HandsMen Products
3. Create Inventory records
4. Create an order
5. Order Confirmation
6. Order Process
7. Order Fulfillment
8. Delivery and Feedback

Business Logic, Automation and Flows

Apex Implementation

Purpose: Custom business logic for complex calculations and data manipulations

Key Triggers and Classes:

- Order Processing Triggers - Automatically update inventory and customer records upon order creation
- Inventory Management - Calculate stock levels, manage reorder quantities
- Customer Metrics - Update total purchases and customer lifetime value as well as loyalty programs
- Email Notification System - Send transactional emails for order updates
- Validation Logic - Enforce business rules and data integrity

Flows

1. **Order Confirmation Flow**
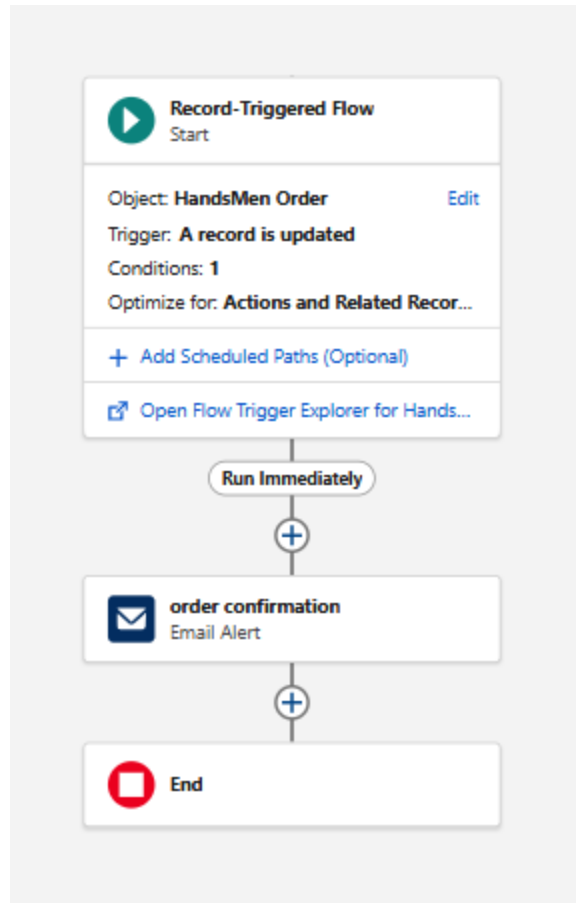   o It automatically sends an order confirmation email to the customer.

Figure 1: Order Confirmation Flow

Dear {!HandsMen_Order__c.HandsMen_Customer__c},
Your order #{!HandsMen_Order__c.Name} has been confirmed!
Thank you for shopping with us.
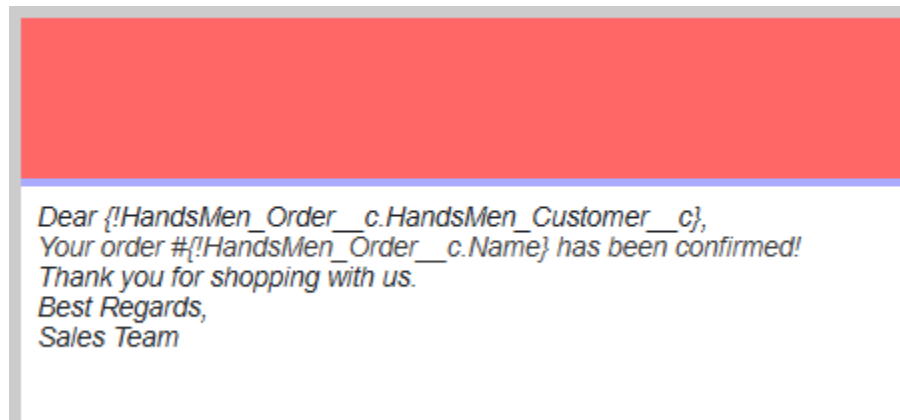Best Regards,
Sales Team

Figure 2: Order Confirmation Email Template

2. **Low Stock Alert Flow**
   - It automatically sends the admin a low stock alert email to the admin if the stocks reach below 5 units
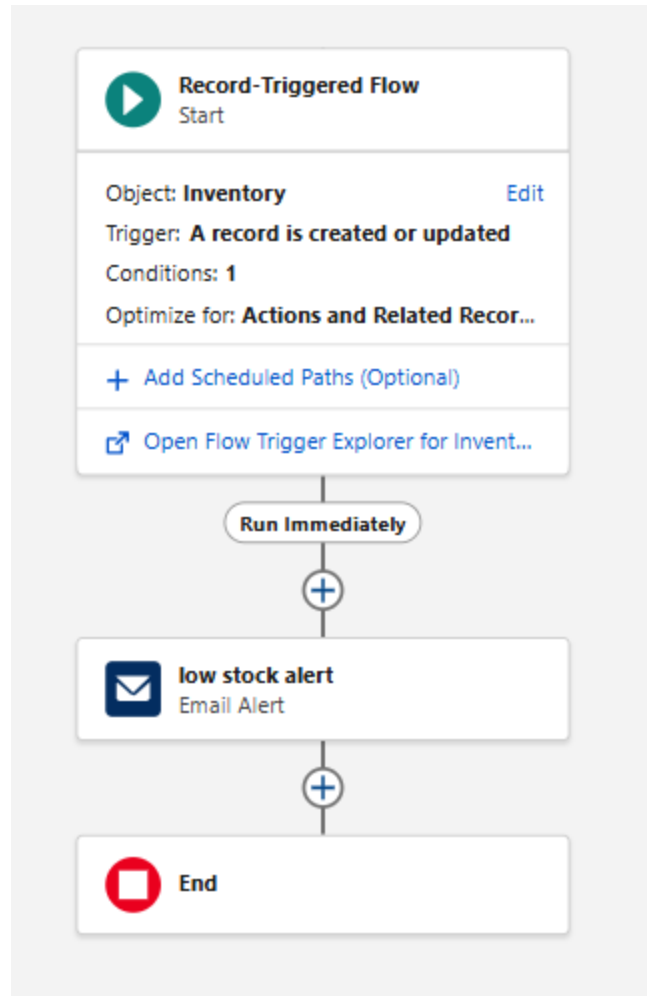
Figure 3: Low Stock Flow

Dear Inventory Manager,
This is to inform you that the stock for the following product is running low:
Product Name: {!Inventory__c.HandsMen_Product__c}
Current Stock Quantity: {!Inventory__c.Stock_Quantity__c}
Please take the necessary steps to restock this item immediately.
Best Regards,
Inventory Monitoring System

Figure 4: Low Stock Email Template

3. **Loyalty Program Flow**
   o The process will run on a scheduled date and will process the customer records to update their loyalty status based on their total purchases. The customers will receive a loyalty program email alert if they earned a Bronze, Silver, or Gold status.
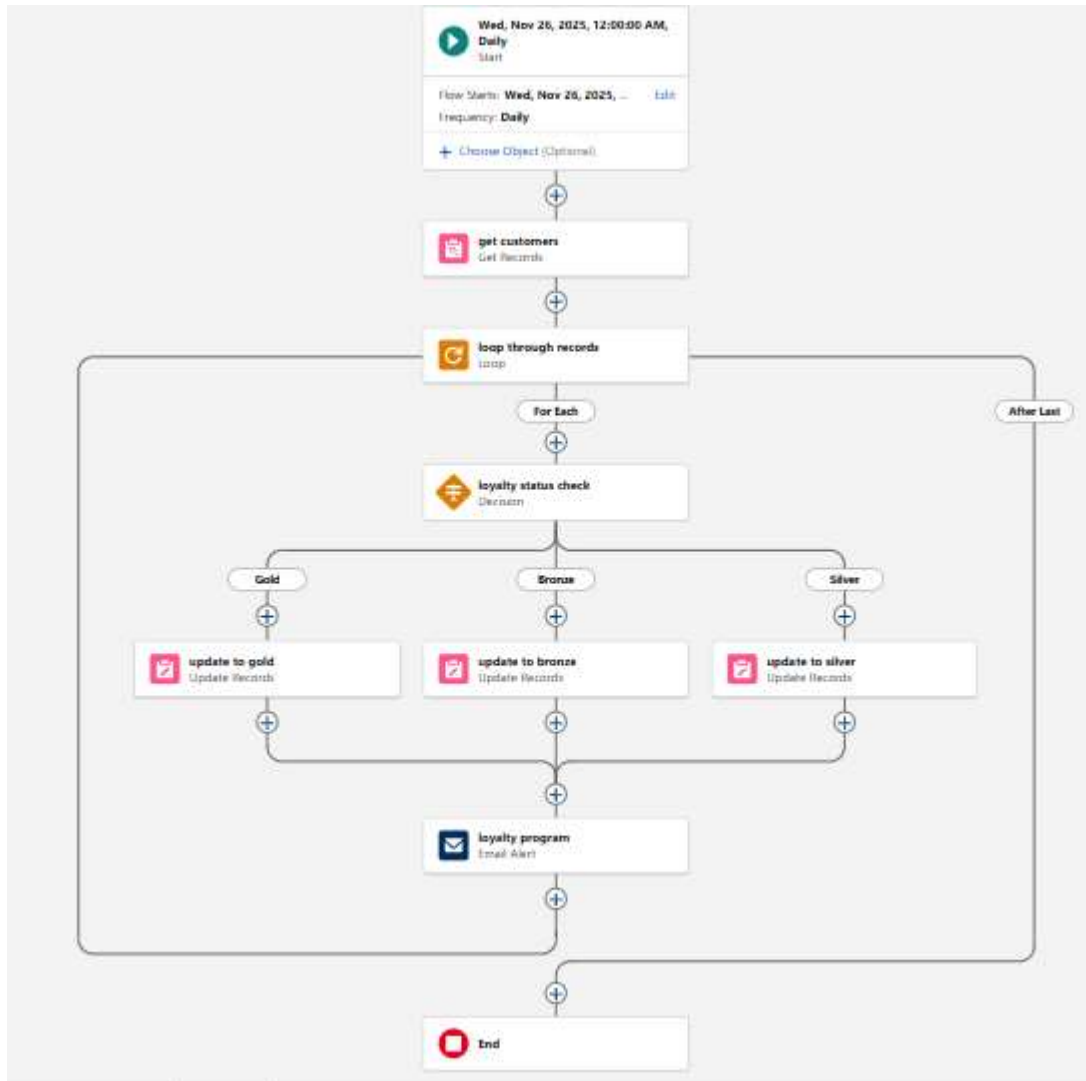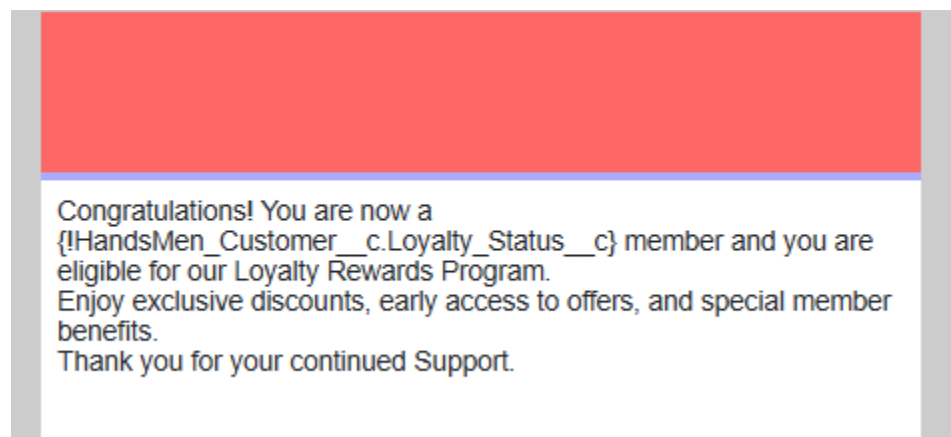
Figure 5: Loyalty Program Flow

Congratulations! You are now a
{!HandsMen_Customer__c.Loyalty_Status__c} member and you are
eligible for our Loyalty Rewards Program.
Enjoy exclusive discounts, early access to offers, and special member
benefits.
Thank you for your continued Support.

Figure 6: Loyalty Program Email Template

Conclusions

HandsMen Threads now has an advanced and enterprise-level system with Salesforce CRM. With the new implementation, HandsMen Threads now have an effective system that responds to the multifaceted needs of contemporary fashion retail business. Salesforce CRM seamlessly integrates customer relationship management, product catalog management, order processing, and inventory control all in a single unified platform.

By leveraging the power of Salesforce through the use of custom objects, Apex programming, the Flow Builder, Lightning Components, and full automation— HandsMen Threads delivers tangible business value through improved operational efficiency, increased customer satisfaction, data-driven decision-making.