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

By Mark Andrei B. Muyna

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: Enhances customer satisfaction, reduces manual errors, improves

inventory control, and provides a scalable foundation for growth..

Data Model and Custom Objects

Object Name	Type	Description	Key Fields	Relationships	Validation Rules
HandsMen Customer	Custom Object	Stores customer details	- Name - Email - Phone - Loyalty Status - Total Purchases	- One-to-Many with Orders - One-to-Many with Marketing Campaigns	Email must end with @gmail.com
HandsMen Product	Custom Object	Stores product catalog	- Name - SKU - Price - Stock Quantity	- Master-Detail with Orders, - Master-Detail with Inventory	—
				relationship with Inventory	

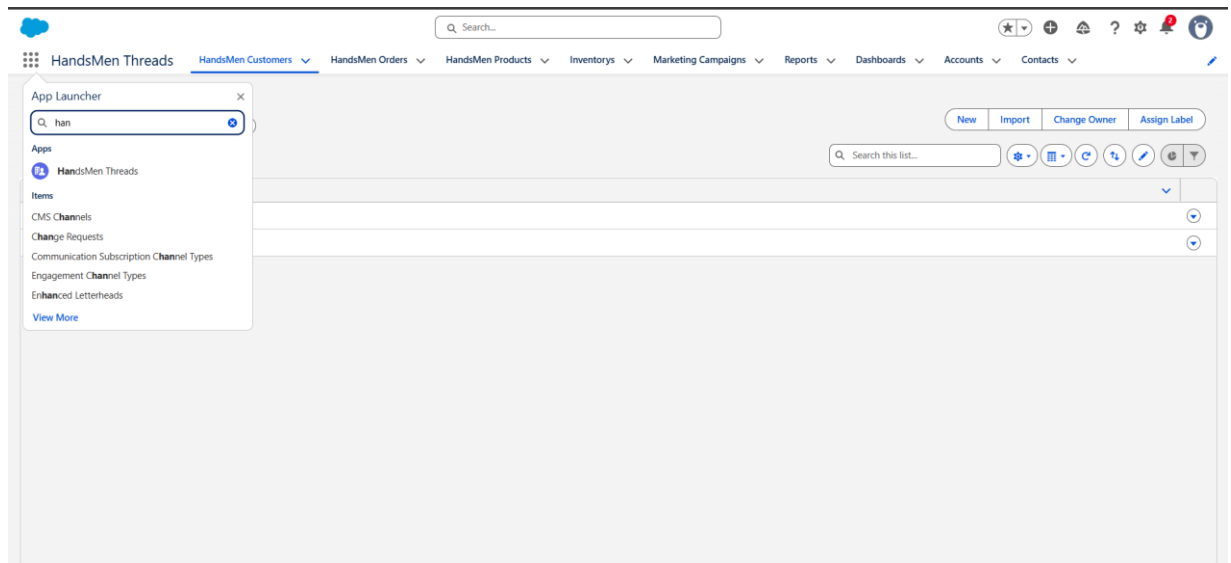|					
HandsMen Order	Custom Object	Stores customer orders	- Order Number - Status (Picklist: Pending, Confirmed, Rejection), - Quantity - Total Amount (Number)	- Lookup to Customer - Lookup to Product - One-to-Many with Inventory	Total Amount must be greater than zero
Inventory	Custom Object	Tracks inventory levels	- Auto Number (Record Name), - Warehouse (Text), - Stock Quantity (Number)	- Master-Detail with Product - Reference to Order	Stock Quantity must be ≥ 0
Marketing Campaign	Custom Object	Manages promotions & campaigns	- Campaign Name (Record Name), - Start Date (Date), - End Date (Date)	- Lookup to Customer	—

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**
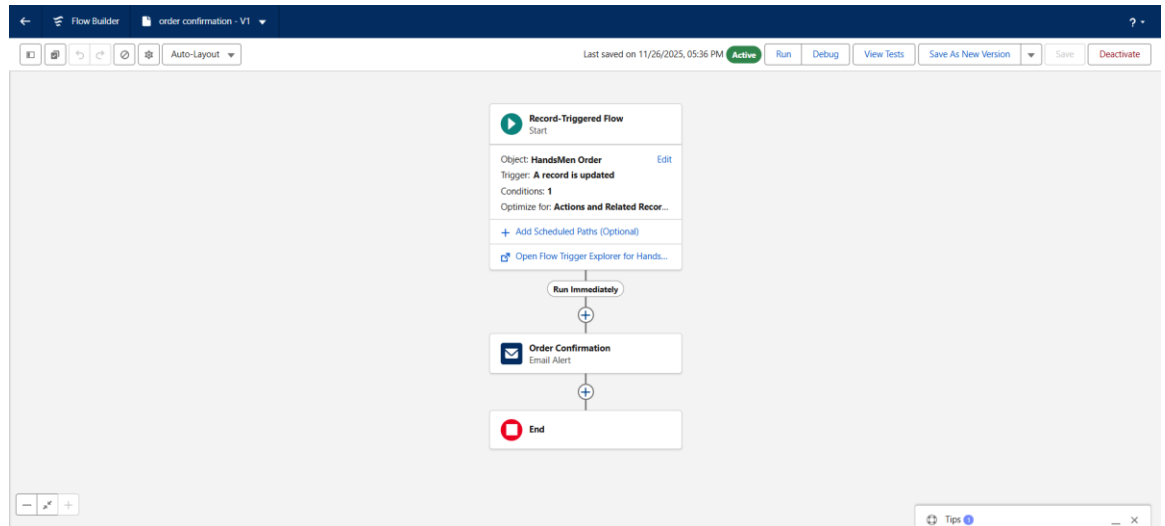   o It automatically sends an order confirmation email to the customer.

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

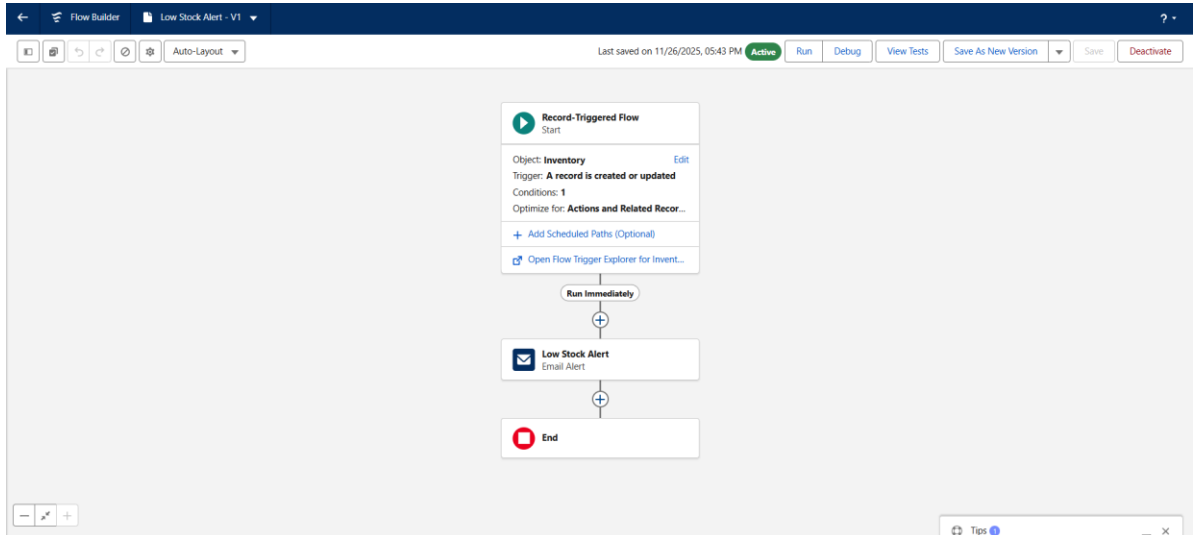- o It automatically sends the admin a low stock alert email to the admin if the stocks reach below 5 units

Figure 3: Low Stock Flow

Figure 4: Low Stock Email Templat

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.
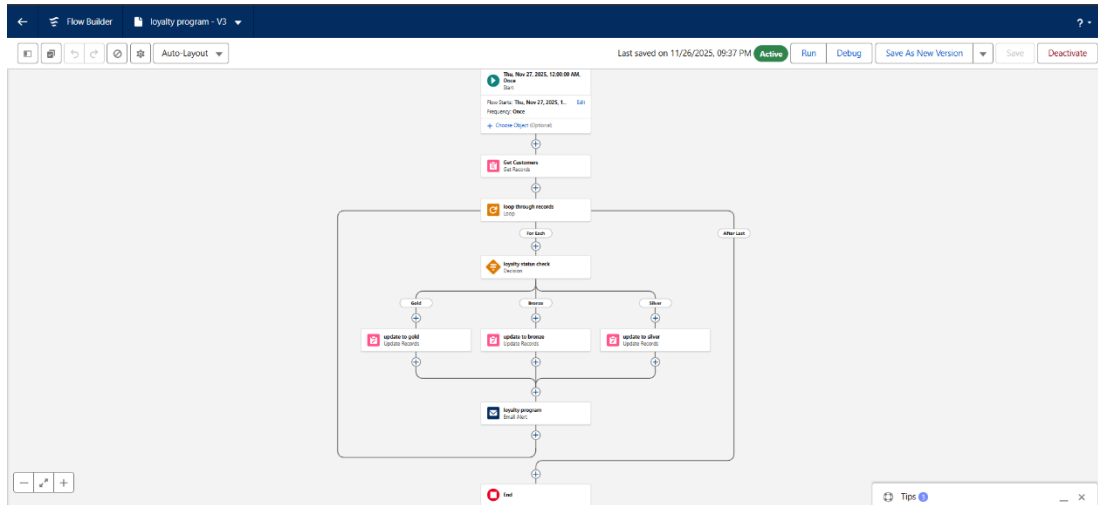

Figure 5: Loyalty Program Flow

Figure 6: Loyalty Program Email Template

Conclusions

The CRM setup at HandsMen Threads wasn't only about new tech, it shifted how things run, plus changed my role completely. Merging client info, items list, sales records, stock levels, and promo efforts into one place made daily work flow easier, also way less shaky. Checking supply counts, handling buys, adjusting rewards points, or flagging near-empty shelves now runs on its own, freeing up hours while cutting down slips. That means shoppers get cleaner experiences, fewer mix-ups, quicker replies, perks that actually fit them, which grows confidence, brings people back without pushing, and makes the name stick harder. I picked up how careful data setup, automating tasks, or thinking steps ahead really pays off. A solid CRM isn't stuck in place, it grows when the company does, shifts as things change. Just as crucial, tech can take heavy lifting off daily work, letting the crew pour energy into ideas, expansion, because customers matter most. Once that base exists, HandsMen Threads stops being only about clothes, now it's shaped like a real business ready to last, move forward steadily.