

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

Documentation for the Salesforce Developer

Virtual Internship Program Capstone

Reycel John Emmanuel Carcueva

Asia Pacific College

2025

1. Overview

This project report details the creation of a customized Salesforce Customer Relationship Management (CRM) system developed for HandsMen Threads, a rising brand in the men's fashion industry. The project was initiated to streamline the company's expanding operations and address challenges in managing customer relationships, processing orders, tracking inventory, and executing targeted marketing campaigns.

The system utilizes the Salesforce platform to automate essential workflows, uphold data accuracy, and deliver real-time operational insights. Through the integration of Salesforce features such as custom objects, automation flows, validation mechanisms, standardized email templates, and Apex programming HandsMen Threads now operates within a unified environment that enhances productivity and strengthens customer engagement.

With this solution, operational challenges like inconsistent communication, inventory discrepancies, and scattered data have been replaced by a centralized and intelligent CRM ecosystem. Employees can now access accurate customer and product data instantly, while marketing teams can track and evaluate campaign performance with ease.

In essence, the implemented CRM system establishes a solid digital foundation for business growth, informed decision-making, and stronger customer loyalty, enabling HandsMen Threads to compete more effectively in a dynamic retail market.

2. Objectives

The primary goal of this project was to design and implement a Salesforce-based CRM solution that streamlines HandsMen Threads' core business operations while elevating the overall customer experience. Beyond optimizing daily processes, the project aimed to build a scalable, future-ready platform capable of supporting the company's continued growth and digital transformation.

The objective of this project is to design and implement a scalable Salesforce solution that centralizes all business data, enforces data integrity directly from the user interface, and automates key business processes to improve customer experience and operational efficiency. Specifically, the solution delivers automated order confirmations, a dynamic loyalty program driven by purchase history, proactive stock alerts when inventory runs low, and scheduled bulk order updates that reconcile finances and inventory each night.

Collectively, these objectives guided the development of a CRM system that integrates operational efficiency with customer-centric functionality—establishing a solid foundation for HandsMen Threads' long-term success and adaptability.

3. Documentation

3.1. Salesforce Platform

Salesforce served as the backbone of the solution, functioning as a unified cloud-based CRM platform that streamlined customer management, sales, service, and marketing operations. Its adaptable architecture empowered HandsMen Threads to tailor the system to their specific needs—leveraging low-code tools like Flows, Lightning App Builder, and declarative setup for rapid customization, while employing Apex classes and triggers to handle more complex, logic-driven processes.

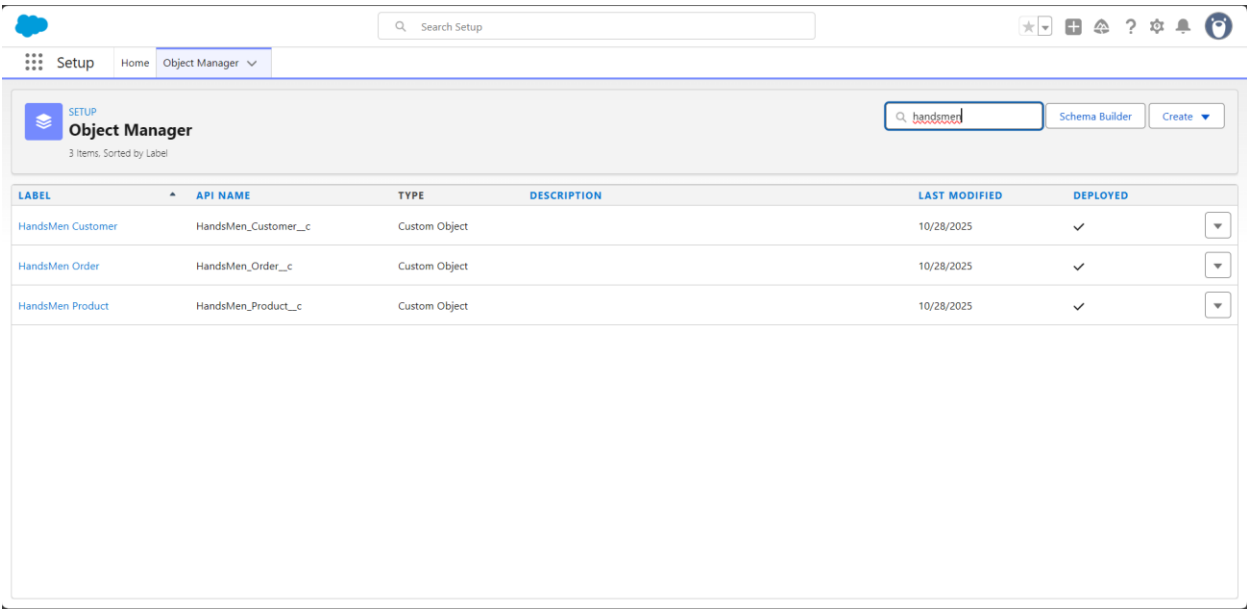
3.2 Custom Objects

Custom objects were designed to model the core data entities that drive HandsMen Threads’ business processes. These objects form the structural framework of the CRM:

HandsMen_Customer__c: Centralizes all customer information, including contact details, personal data, and loyalty program records, allowing the company to maintain a complete view of customer relationships and engagement.

HandsMen_Product__c: Serves as the digital product catalog, containing essential details such as descriptions, pricing, and inventory quantities to support sales and marketing operations.

HandsMen_Order__c: Captures every purchase transaction, connecting customers and products through detailed records of order dates, quantities, and total amounts—providing an accurate trail of sales activity.



Object Manager					
Label	API Name	Type	Description	Last Modified	Deployed
HandsMen Customer	HandsMen_Customer__c	Custom Object		10/28/2025	✓
HandsMen Order	HandsMen_Order__c	Custom Object		10/28/2025	✓
HandsMen Product	HandsMen_Product__c	Custom Object		10/28/2025	✓

Inventory__c: Oversees product stock levels, facilitating real-time tracking, automated replenishment, and low-stock notifications to ensure availability and operational efficiency.

SETUP

Object Manager

4 Items, Sorted by Label

Q inventory

Schema Builder

Create ▾

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Inventory	Inventory__c	Custom Object		10/28/2025	✓
Inventory Item Reservation	InventoryItemReservation	Standard Object			
Inventory Reservation	InventoryReservation	Standard Object			
Web Store Inventory Source	WebStoreInventorySource	Standard Object			

Marketing_Campaign__c: Tracks marketing initiatives and promotional campaigns, enabling performance analysis and helping the team assess their impact on customer behavior and revenue growth.

SETUP

Object Manager

1 Items, Sorted by Label

Q marketing

Schema Builder

Create ▾

LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Marketing Campaign	Marketing_Campaign__c	Custom Object		10/28/2025	✓

3.3 Custom Fields and Relationships

HandsMen Customer__c : Name (Record Name), Email (Email), Phone (Phone), Loyalty_Status__c (Picklist: Bronze, Gold, Silver) Total_Purchases__c (Number)

SetupHomeObject Manager

SETUP > OBJECT MANAGER
HandsMen Customer

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Restriction Rules

Scoping Rules

Fields & Relationships

11 Items, Sorted by Field Label

Quick Find

NewDeleted FieldsField DependenciesSet History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
FirstName	FirstName__c	Text(60)		
FullName	FullName__c	Formula (Text)		
HandsMen Customer Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
LastName	LastName__c	Text(60)		
Loyalty Status	Loyalty_Status__c	Picklist		
Owner	OwnerId	Lookup(User,Group)		✓
Phone	Phone	Text(25)		

HandsMen Order__c: Order_Number (Record Name), Status (Picklist: Pending, Confirmed, Rejection), Quantity__c (Number), Total_Amount__c(Number)

SetupHomeObject Manager

SETUP > OBJECT MANAGER
HandsMen Order

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Restriction Rules

Scoping Rules

Fields & Relationships

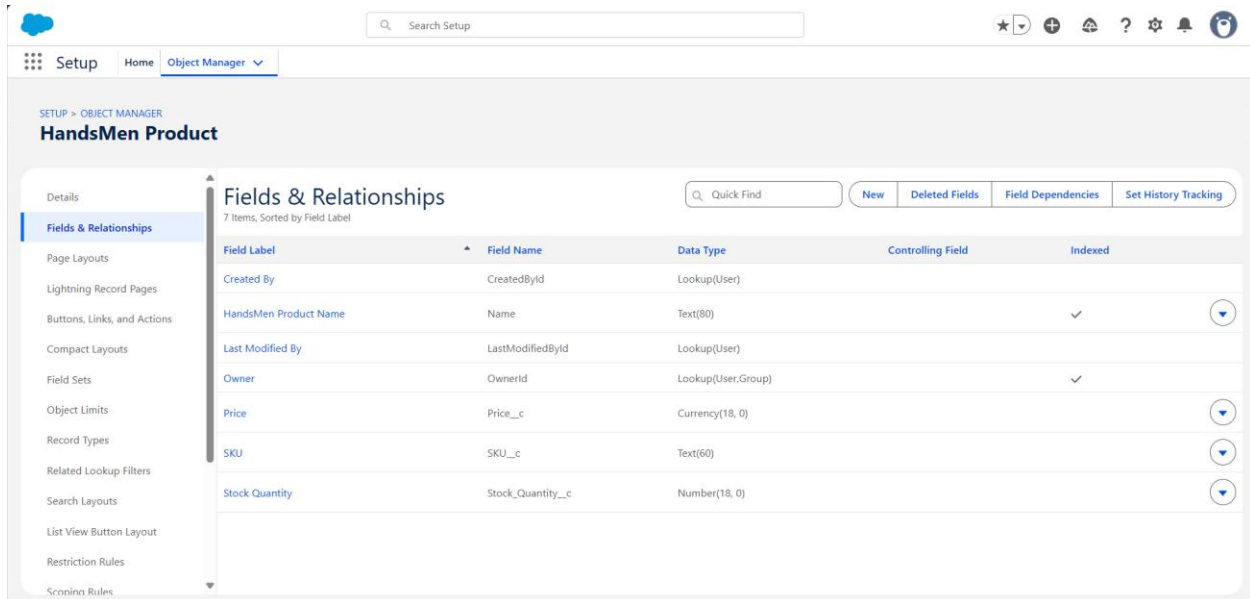
10 Items, Sorted by Field Label

Quick Find

NewDeleted FieldsField DependenciesSet History Tracking

Field Label	Field Name	Data Type	Controlling Field	Indexed
Created By	CreatedById	Lookup(User)		
Customer Email	Customer_Email__c	Email		
HandsMen Customer	HandsMen_Customer__c	Lookup(HandsMen Customer)		✓
HandsMen OrderNumber	Name	Auto Number		✓
HandsMen Product	HandsMen_Product__c	Lookup(HandsMen Product)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Quantity	Quantity__c	Number(18, 0)		
Status	Status__c	Picklist		

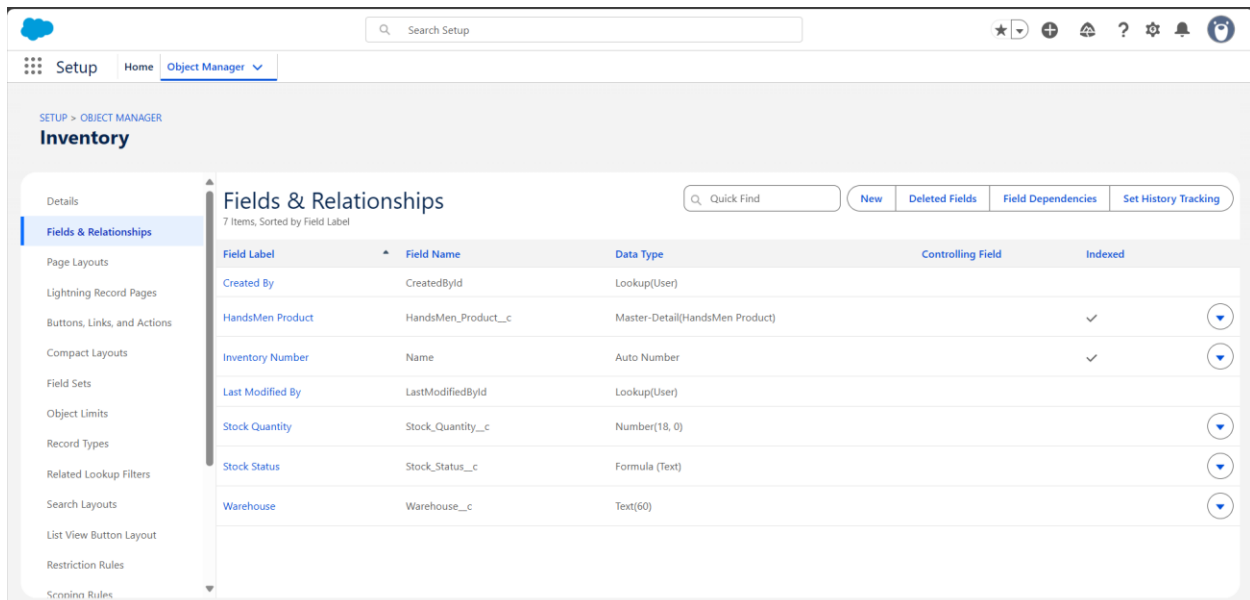
HandsMen Product__c: Name (Record Name), SKU (Text), Price (Currency),
Stock_Quantity__c (Number)



The screenshot shows the Salesforce Setup interface for the 'HandsMen Product' object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, Restriction Rules, and Scrolling Rules. The main content area is titled 'Fields & Relationships' and shows a table of 7 fields. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are Created By, HandsMen Product Name, Last Modified By, Owner, Price, SKU, and Stock Quantity.

Field Label	Field Name	Data Type	Controlling Field	Indexed
Created By	CreatedById	Lookup(User)		
HandsMen Product Name	Name	Text(80)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Price	Price__c	Currency(18, 0)		
SKU	SKU__c	Text(60)		
Stock Quantity	Stock_Quantity__c	Number(18, 0)		

Inventory__c: Auto Number (Record Name), Warehouse (Text), Stock_Quantity__c (Number)



The screenshot shows the Salesforce Setup interface for the 'Inventory' object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, Restriction Rules, and Scrolling Rules. The main content area is titled 'Fields & Relationships' and shows a table of 7 fields. The table has columns for Field Label, Field Name, Data Type, Controlling Field, and Indexed. The fields listed are Created By, HandsMen Product, Inventory Number, Last Modified By, Stock Quantity, Stock Status, and Warehouse.

Field Label	Field Name	Data Type	Controlling Field	Indexed
Created By	CreatedById	Lookup(User)		
HandsMen Product	HandsMen_Product__c	Master-Detail(HandsMen Product)		✓
Inventory Number	Name	Auto Number		✓
Last Modified By	LastModifiedById	Lookup(User)		
Stock Quantity	Stock_Quantity__c	Number(18, 0)		
Stock Status	Stock_Status__c	Formula (Text)		
Warehouse	Warehouse__c	Text(60)		

Marketing_Campaign__c: Campaign_Name (Record Name), Start_Date (Date), End_Date (Date)

The screenshot shows the Salesforce Setup interface for the Marketing Campaign object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships (selected), Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, List View Button Layout, Restriction Rules, and Scrolling Rules. The main content area is titled 'Fields & Relationships' and shows a list of 7 fields. The fields are: Created By (Field Name: CreatedById, Data Type: Lookup(User), Controlling Field: none, Indexed: none), End Date (Field Name: End_Date__c, Data Type: Date, Controlling Field: none, Indexed: none), HandsMen Customer (Field Name: HandsMen_Customer__c, Data Type: Lookup(HandsMen Customer), Controlling Field: none, Indexed: checked), Last Modified By (Field Name: LastModifiedById, Data Type: Lookup(User), Controlling Field: none, Indexed: none), Marketing Campaign Number (Field Name: Name, Data Type: Auto Number, Controlling Field: none, Indexed: checked), Owner (Field Name: OwnerId, Data Type: Lookup(User,Group), Controlling Field: none, Indexed: checked), and Start Date (Field Name: Start_Date__c, Data Type: Date, Controlling Field: none, Indexed: none). The top of the page has a search bar and navigation tabs for Setup, Home, and Object Manager.

Field Label	Field Name	Data Type	Controlling Field	Indexed
Created By	CreatedById	Lookup(User)		
End Date	End_Date__c	Date		
HandsMen Customer	HandsMen_Customer__c	Lookup(HandsMen Customer)		✓
Last Modified By	LastModifiedById	Lookup(User)		
Marketing Campaign Number	Name	Auto Number		✓
Owner	OwnerId	Lookup(User,Group)		✓
Start Date	Start_Date__c	Date		

3.4 Profiles, Roles and Users

Profiles: Defined the fundamental access rights for each user, such as which objects and fields they could view or modify. I duplicated the “Standard User” profile to create customized ones like *HandsMen Sales Profile*, aligning permissions with departmental needs.

The screenshot shows the Salesforce Setup interface for the Profiles page. The left sidebar contains a navigation menu with options like Profiles (selected), Roles, and Users. The main content area is titled 'Profile' and shows details for 'Platform 1'. The 'Profile Detail' section includes fields for Name (Platform 1), User License (Salesforce), Custom Profile (checked), Description, Created By (Reyvel John Emmanuel Carcueva, 10/28/2025, 6:27 AM), and Modified By (Reyvel John Emmanuel Carcueva, 10/28/2025, 6:29 AM). The 'Page Layouts' section shows a table of layouts assigned to the profile. The table has two columns: Standard Object Layouts and Location Group Assignment. The Standard Object Layouts column lists layouts for Global, Email Application, Home Page Layout, Account, Alternative Payment Method, and Appointment Invitation. The Location Group Assignment column lists layouts for Location Group Assignment, Macro, Object Milestone, Operating Hours, Opportunity, and Opportunity Product. Each layout has a 'View Assignment' link.

Standard Object Layouts	Location Group Assignment
Global: Global Layout [View Assignment]	Location Group Assignment: Location Group Assignment Layout [View Assignment]
Email Application: Not Assigned [View Assignment]	Macro: Macro Layout [View Assignment]
Home Page Layout: Home Page Default [View Assignment]	Object Milestone: Object Milestone Layout [View Assignment]
Account: Account Layout [View Assignment]	Operating Hours: Operating Hours Layout [View Assignment]
Alternative Payment Method: Alternative Payment Method Layout [View Assignment]	Opportunity: Opportunity Layout [View Assignment]
Appointment Invitation: Appointment Invitation Layout [View Assignment]	Opportunity Product: Opportunity Product Layout [View Assignment]

Roles: Established a clear data visibility hierarchy, ensuring that access levels reflected organizational structure. Three primary roles—*Sales*, *Inventory*, and *Marketing*—were configured to report directly to the CEO.

[SETUP](#)
Roles

Creating the Role Hierarchy


You can build on the existing role hierarchy shown on this page. To insert a new role, click **Add Role**.

Your Organization's Role Hierarchy

[Show in tree view](#)

Collapse All Expand All

- [-] **Asia Pacific College**
 - [+] Add Role
 - [-] **CEO** Edit | Del | Assign
 - [+] Add Role
 - [-] **CFO** Edit | Del | Assign
 - [+] Add Role
 - [-] **COO** Edit | Del | Assign
 - [+] Add Role
 - [-] **Inventory** Edit | Del | Assign
 - [+] Add Role
 - [-] **Marketing** Edit | Del | Assign
 - [+] Add Role
 - [-] **Sales** Edit | Del | Assign
 - [+] Add Role
 - [-] **SVP, Customer Service & Support** Edit | Del | Assign
 - [+] Add Role
 - [-] **SVP, Human Resources** Edit | Del | Assign
 - [+] Add Role
 - [-] **SVP, Sales & Marketing** Edit | Del | Assign
 - [+] Add Role



SETUP

Users

All Users

On this page you can create, view, and manage users.

To get more licenses, use the Your Account app. [Let's Go](#)

View: All Users [Edit](#) [Create New View](#)

[A](#)
[B](#)
[C](#)
[D](#)
[E](#)
[F](#)
[G](#)
[H](#)
[I](#)
[J](#)
[K](#)
[L](#)
[M](#)
[N](#)
[O](#)
[P](#)
[Q](#)
[R](#)
[S](#)
[T](#)
[U](#)
[V](#)
[W](#)
[X](#)
[Y](#)
[Z](#)
[Other](#)
[All](#)

	Action	Full Name ↑	Alias	Username	Role	Active	Profile
<input type="checkbox"/>	Edit	Carcueva_Reycel John Emmanuel	ryc	rycarcueva2332@agentforce.com		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/>	Edit	Chatter Expert	Chatter	chatly.00dg5000000lwceaa.evesnfm7i@chatter.salesforce.com		<input checked="" type="checkbox"/>	Chatter Free User
<input type="checkbox"/>	Edit	Dawson_Kevin	kdaws	reycelvejano323@gmail.com	Marketing	<input checked="" type="checkbox"/>	Platform 1
<input type="checkbox"/>	Edit	EPIC_OrgFarm	OEPIE	epic.atba9b73ddr1@orgfarm.salesforce.com		<input checked="" type="checkbox"/>	System Administrator
<input type="checkbox"/>	Edit	Mikaelson_Kol	kmika	reycelvejano321@gmail.com	Inventory	<input type="checkbox"/>	Platform 1
<input type="checkbox"/>	Edit	Mikaelson_Niklaus	nmika	reycelvejano320@gmail.com	Sales	<input checked="" type="checkbox"/>	Platform 1
<input type="checkbox"/>	Edit	User_Integration	integ	integration@00dg5000000lwceaa.com		<input checked="" type="checkbox"/>	Analytics Cloud Integration User
<input type="checkbox"/>	Edit	User_Security	sec	insightssecurity@00dg5000000lwceaa.com		<input checked="" type="checkbox"/>	Analytics Cloud Security User

[New User](#)
[Reset Password\(s\)](#)
[Add Multiple Users](#)

[A](#)
[B](#)
[C](#)
[D](#)
[E](#)
[F](#)
[G](#)
[H](#)
[I](#)
[J](#)
[K](#)
[L](#)
[M](#)
[N](#)
[O](#)
[P](#)
[Q](#)
[R](#)
[S](#)
[T](#)
[U](#)
[V](#)
[W](#)
[X](#)
[Y](#)
[Z](#)
[Other](#)
[All](#)


3.5 Permission Sets

These functioned as supplementary access controls, providing users with additional privileges for specialized tasks without modifying their primary profiles.

Sales Permission Sets: For Sales Rols

Inventory Permission Sets: For Inventory Role

Marketing Permission Sets: For Marketing Role

 **Permission Sets**

Permission Set

Sales Permission Set

[Video Tutorial](#) | [Help for this Page](#)

[Clone](#) [Edit Properties](#) [Manage Assignments](#) [View Summary](#)

Permission Set Overview

Description	API Name	Sales_Permission_Set
License	Namespace Prefix	
Session Activation Required <input type="checkbox"/>	Created By	Reyvel John Emmanuel Carcueva, 10/28/2025, 6:37 AM
Permission Set Groups Added To 0	Last Modified By	Reyvel John Emmanuel Carcueva, 10/29/2025, 5:33 AM

Apps

Assigned Apps

Settings that specify which apps are visible in the app menu

Assigned Connected Apps

Settings that specify which connected apps are visible in the app menu

Object Settings

Permissions to access objects and fields, and settings such as tab availability

App Permissions

Permissions to perform app-specific actions, such as "Manage Call Centers"


Apex Class Access

Permissions to execute Apex classes

Visualforce Page Access

Permissions to execute Visualforce pages

External Data Source Access

 **Permission Sets**

Permission Set

Inventory Permission Set

[Video Tutorial](#) | [Help for this Page](#)

[Clone](#) [Edit Properties](#) [Manage Assignments](#) [View Summary](#)

Permission Set Overview

Description	API Name	Inventory_Permission_Set
License	Namespace Prefix	
Session Activation Required <input type="checkbox"/>	Created By	Reyvel John Emmanuel Carcueva, 10/28/2025, 6:41 AM
Permission Set Groups Added To 0	Last Modified By	Reyvel John Emmanuel Carcueva, 10/29/2025, 5:34 AM

Apps

Assigned Apps

Settings that specify which apps are visible in the app menu

Assigned Connected Apps

Settings that specify which connected apps are visible in the app menu

Object Settings

Permissions to access objects and fields, and settings such as tab availability

App Permissions

Permissions to perform app-specific actions, such as "Manage Call Centers"

Apex Class Access

Permissions to execute Apex classes

Visualforce Page Access

Permissions to execute Visualforce pages

External Data Source Access

SETUP

Permission Sets

Permission Set

Marketing Permission Set

Video Tutorial | Help for this Page

Find Settings...

Clone

Edit Properties

Manage Assignments

View Summary

Permission Set Overview

Description	API Name	Marketing_Permission_Set
License	Namespace Prefix	
Session Activation Required	Created By	Reycel John Emmanuel Carcueva, 10/28/2025, 6:43 AM
Permission Set Groups Added To	Last Modified By	Reycel John Emmanuel Carcueva, 10/29/2025, 5:35 AM

Apps

Assigned Apps

Settings that specify which apps are visible in the app menu

Assigned Connected Apps

Settings that specify which connected apps are visible in the app menu

Object Settings

Permissions to access objects and fields, and settings such as tab availability

App Permissions

Permissions to perform app-specific actions, such as "Manage Call Centers"

Apex Class Access

Permissions to execute Apex classes

Visualforce Page Access

Permissions to execute Visualforce pages

External Data Source Access

3.6 Email Templates

Order_Confirmation_Email: Trigger when updating order status from ‘Pending’ to ‘Confirmed’

SETUP

Classic Email Templates

HTML Email Template

Order_Confirmation_Email

Help for this Page

Preview your email template below.

Email Template Detail

Edit Properties

Edit HTML Version

Edit Text Version

Delete

Clone

Email Templates from Salesforce	Unfiled Public Classic Email Templates	Available For Use	✓
Email Template Name	Order_Confirmation_Email	Last Used Date	
Template Unique Name	Order_Confirmation_Email	Times Used	
Classic Letterhead	Handsmen Threads		
Email Layout	Free Form Letter		
Encoding	Unicode (UTF-8)		
Author	Reycel John Emmanuel Carcueva [Change]		
Description			
Created By	Reycel John Emmanuel Carcueva, 10/28/2025, 6:50 AM	Modified By	Reycel John Emmanuel Carcueva, 10/28/2025, 6:50 AM

Edit Properties

Edit HTML Version

Edit Text Version

Delete

Clone

Email Template


Send Test and Verify Merge Fields

Subject

Your Order has been Confirmed!

HTML Preview

Low Stock Alert: Record triggered whenever a product is in low stock.

 **SETUP**
Classic Email Templates

Text Email Template
Low Stock Alert
[Help for this Page](#)

Preview your email template below.

Email Template Detail [Edit](#) [Delete](#) [Clone](#)

Email Templates from Salesforce	Unfiled Public Classic Email Templates	Available For Use	✓
Email Template Name	Low Stock Alert	Last Used Date	
Template Unique Name	Low_Stock_Alert	Times Used	
Encoding	Unicode (UTF-8)		
Author	Reycel John Emmanuel Carcueva [Change]		
Description			
Created By	Reycel John Emmanuel Carcueva , 10/28/2025, 6:51 AM	Modified By	Reycel John Emmanuel Carcueva , 10/28/2025, 6:51 AM

[Edit](#) [Delete](#) [Clone](#)


Email Template [Send Test and Verify Merge Fields](#)

Subject | Low Stock Alert Email

Plain Text Preview

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

Loyalty Program: Loyalty program email which keeps a customer update on their loyalty program.

 **SETUP**
Classic Email Templates

HTML Email Template
Loyalty Program Email
[Help for this Page](#)

Preview your email template below.

Email Template Detail [Edit Properties](#) [Edit HTML Version](#) [Edit Text Version](#) [Delete](#) [Clone](#)

Email Templates from Salesforce	Unfiled Public Classic Email Templates	Available For Use	✓
Email Template Name	Loyalty Program Email	Last Used Date	
Template Unique Name	Loyalty_Program_Email	Times Used	
Classic Letterhead	Handsmen Threads		
Email Layout	Free Form Letter		
Encoding	Unicode (UTF-8)		
Author	Reycel John Emmanuel Carcueva [Change]		
Description			
Created By	Reycel John Emmanuel Carcueva , 10/28/2025, 6:52 AM	Modified By	Reycel John Emmanuel Carcueva , 10/28/2025, 6:52 AM

[Edit Properties](#) [Edit HTML Version](#) [Edit Text Version](#) [Delete](#) [Clone](#)

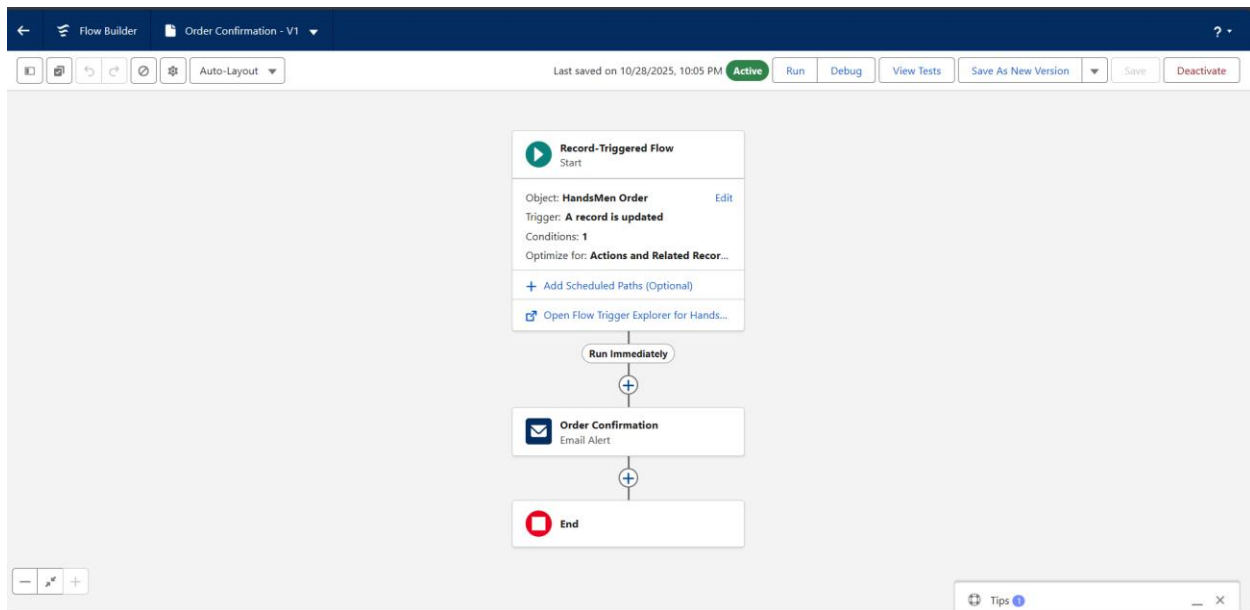
Email Template [Send Test and Verify Merge Fields](#)

Subject | Loyalty Program Email

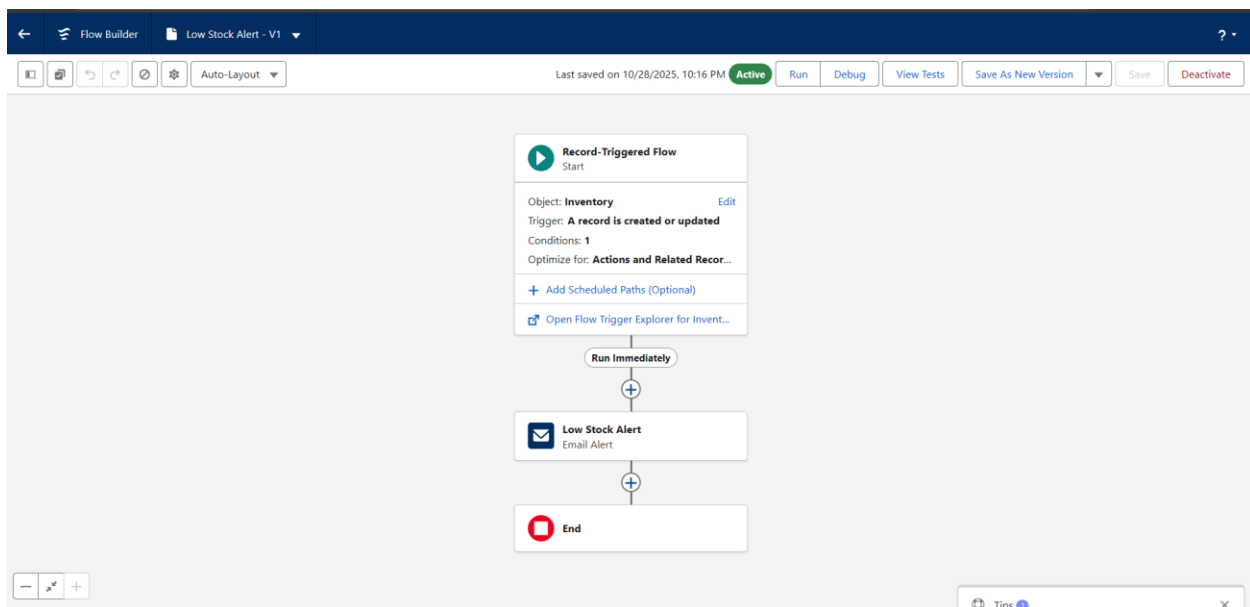
HTML Preview

3.7 Flows

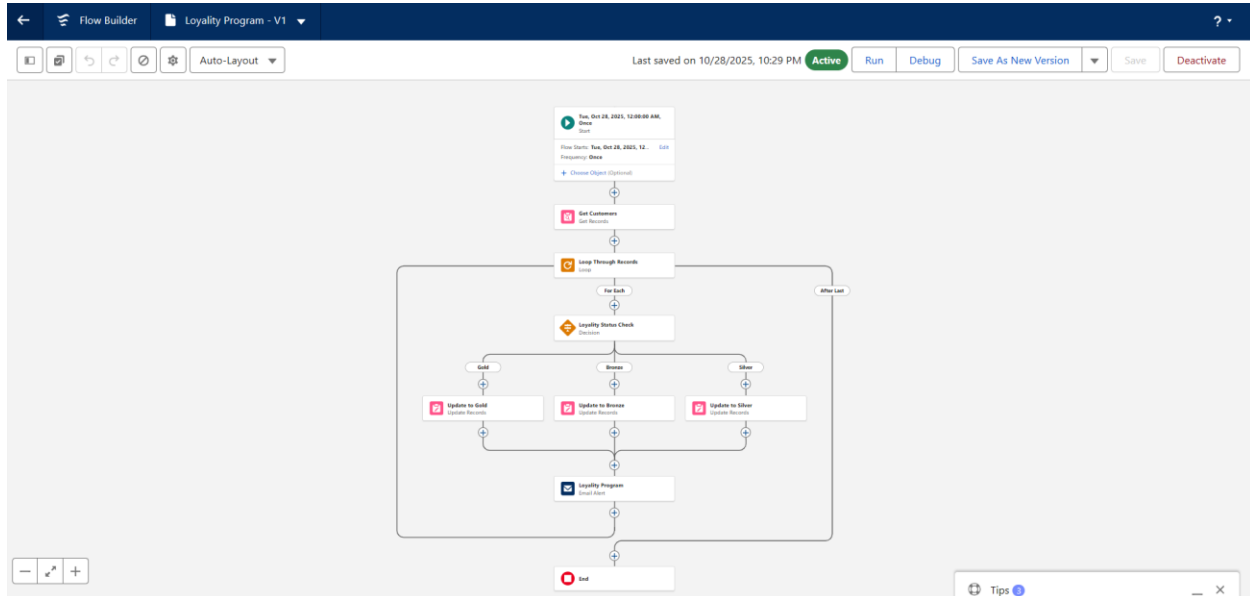
Order Confirmation: Order Confirmation flow which is record triggered whenever an order status is updated from pending to confirmed.



Low Stock Alert: Record triggered whenever a product is in low stock notifies inventory manager.



Loyalty Program: A scheduled trigger which that runs daily where it checks the total amount of stock the customer purchased and updates their loyalty status to gold, silver or bronze automatically.



3.8. Apex Code

In areas where declarative tools could not fully meet the business requirements, I utilized Apex code to implement advanced logic and process automation.

I created an OrderTriggerHandler class to validate order quantities based on their status, along with an OrderTrigger that executes this logic before insert and update operations. This ensured that all order entries adhered to defined business rules automatically.

To further enhance efficiency, I developed an InventoryBatchJob class designed to replenish stock levels whenever quantities fell below ten. The job was scheduled to run daily using the System.schedule method, maintaining inventory accuracy without requiring manual intervention.

4. Conclusion

The Salesforce CRM solution developed for HandsMen Threads marks a major advancement in how the company oversees its core operations. By integrating customer management, order processing, inventory tracking, and marketing campaigns into one unified system, the platform delivers both functionality and scalability.

With the addition of automated Flows, Apex-driven logic, and robust validation rules, HandsMen Threads benefits from improved operational accuracy, faster response times, and enhanced customer satisfaction.

Overall, the system establishes a strong digital foundation for sustainable growth—empowering the company to work smarter, adapt quickly, and deliver more personalized and efficient services to its customers.