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

## 1. Introduction

**HandsMen Threads** is a bespoke tailoring business that wants to improve customer experience, automate orders, and manage inventory effectively.
This project leverages **Salesforce CRM** to:

- Manage **customers, products, orders, and inventory**.

- Automate **order confirmation emails**.

- Send **low-stock alerts**.

- Implement a **loyalty program**.

- Maintain **clean and accurate data** using validation rules.

- Schedule **inventory restocking** automatically

## 2. Project Goals

- Automate key business processes like order confirmations, stock alerts, and loyalty status updates.

- Improve data accuracy using validation rules.

- Provide better customer engagement with emails and loyalty rewards.

- Secure data using roles, profiles, and permission sets.

- Reduce manual work with Apex triggers, batch jobs, and flows.

## 3. Data Model – Key Objects

We created the following custom Salesforce objects:

1. **HandsMen Customer**
   Stores customer information like name, email, phone, total purchases, and loyalty status (Bronze, Silver, or Gold).

2. **HandsMen Product**
   Stores product details like name, price, and available stock.

3. **HandsMen Order**
   Tracks each order placed by a customer, linked to both the **Customer** and **Product**.

4. **Inventory**
   Tracks the stock levels of each product.

   ○ If stock falls below 5, an **email alert** is sent.

5. **Marketing Campaign**
   Manages promotional campaigns and links to customers.

# 4. Relationships Between Objects

- **Customer → Orders:** Each customer can place multiple orders.

- **Order → Product:** Each order is linked to a product.

- **Inventory → Product:** Inventory is directly tied to each product.

- **Marketing Campaign → Customer:** Campaigns target specific customers.

# 5. Validation Rules

To ensure data accuracy:

- **Orders:** Total amount must be greater than 0.

- **Inventory:** Stock quantity cannot be less than 0.

- **Customers:** Email must include "@gmail.com".

# 6. Security Model

- **Profiles:** A custom profile named **Platform 1** (cloned from Standard User) with access to HandsMen objects.

- **Roles:**

- ○ CEO (Top role)

    - ■ Sales

    - ■ Inventory

    - ■ Marketing

- **Permission Set: Permission_Platform_1** to give extra access to selected users.

# 7. Automations

## Flows

1. **Order Confirmation Flow:**
   When an order is marked as **Confirmed**, an **email is automatically sent** to the customer.

2. **Stock Alert Flow:**
   When stock falls below 5, the inventory manager is notified.

3. **Loyalty Program Flow:**
   A **scheduled daily flow** updates loyalty levels:

   - ○ Gold: Purchases > 1000

   - ○ Silver: Purchases between 500–1000

   - ○ Bronze: Purchases < 500

# 8. Apex Automations

## Order Validation Trigger

When an order is saved, the system checks:

- Confirmed orders must have **Quantity > 500**.

- Pending orders must have **Quantity > 200**.

- Rejected orders must have **Quantity = 0**.

### Batch Job for Inventory

- Runs daily to check products with **stock < 10**.

- Automatically **adds 50 units** to restock inventory.

- Scheduled using:

```
System.schedule('Daily Inventory Sync', '0 0 0 * * ?', new
InventoryBatchJob());
```

# 9. Email Templates

1. **Order Confirmation Email** – Sent when an order is confirmed.

2. **Low Stock Alert** – Sent when inventory falls below the threshold.

3. **Loyalty Program Email** – Notifies customers about their loyalty status.

# 11. Benefits

- **Fully automated workflows** for orders and inventory.

- **Clean data entry** due to validation rules.

- **Customer satisfaction** via quick updates and loyalty rewards.

- **Time savings** with batch processing and scheduled jobs.

With this Salesforce implementation, **HandsMen Threads** now has:

- Automated **order and inventory management**.

- **Proactive customer communication** via email alerts.

- **Better visibility** into business operations and campaigns.