

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

Abstract:

This project involves designing and implementing a customized Salesforce CRM solution tailored for HandsMen Threads, a premium men's fashion brand. The objective is to streamline business operations, enhance customer engagement, and maintain data integrity.

The system is built with:

- Custom Objects: Customer, Product, Order, Inventory, Marketing Campaign
- Automation Tools: Record-Triggered Flows, Scheduled Flows, Email Alerts, Apex Classes & Triggers
- Validation Rules: Ensures accurate and complete data entry
- Security: Role-based access control with Profiles, Roles, and Permission Sets- Batch Apex: Sends alerts for low inventory

Objectives

- Centralize business processes
- Automate repetitive tasks
- Ensure consistent and valid data
- Enable real-time tracking and monitoring

- Foster better coordination between departments
- Enhance customer satisfaction

Technology Description

Salesforce CRM: A powerful cloud platform used to manage customer data, automate workflows, and gain insights into sales and support.

Custom Objects: Represent key entities in the business:

- Customer__c
- Product__c
- Order__c
- Inventory__c
- Marketing_Campaign__c

Tabs and Custom App: Tabs used to access custom objects; custom app created to group relevant tabs.

Validation Rules: Used to enforce correct and complete data input (e.g., 10-digit mobile number, required

fields).

Flows:

- Record-Triggered Flow: Updates inventory when order is created

- Scheduled Flow: Sends reminder emails

Apex Classes & Triggers:

- Apex class runs batch job checking inventory
- Trigger sends low stock alert emails

Email Alerts: Sent for order confirmations, marketing campaigns, and low stock notifications

Security & Access

Profiles: Define what a user can do (CRUD permissions)

Roles: Control data visibility in role hierarchy

Permission Sets: Grant additional access beyond profile settings

Conclusion

The project successfully delivered a robust CRM system tailored for HandsMen Threads. It improves operational efficiency, customer satisfaction, and scalability by automating key business processes and maintaining high data integrity within Salesforce.

The Tasks I have done is shown in the below pictures:

Account verification, handsmen page, handsmen orders, handsmen customers, handsmen products, marketing campaign, inventorys.

HandsMen Threads HandsMen Customers HandsMen Orders HandsMen Products Inventories Marketing Campaigns Reports Dashboards Accounts Contacts

HandsMen Customer John

Related Details

HandsMen Customer Name John

Email obulsettyssrinidhi@gmail.com

Phone

Loyalty Status Bronze

FirstName john

LastName m

FullName john m

Total Purchases 500

Created By Obulasetty Srinidhi, 7/22/2025, 6:54 AM

Owner Obulasetty Srinidhi

Last Modified By Obulasetty Srinidhi, 7/22/2025, 8:07 AM

26°C Mostly cloudy

Setup Home Object Manager

Quick Find

Setup Home

Salesforce Go

Service Setup Assistant

Commerce Setup Assistant

Field Service Setup Home (Beta)

Hyperforce Assistant

Release Updates

Salesforce Mobile App

Lightning Usage

Optimizer

Sales Cloud Everywhere

ADMINISTRATION

> Users

> Data

> Email

PLATFORM TOOLS

Most Recently Used 10 Items

NAME	TYPE	OBJECT
Obulasetty Srinidhi	User	
InventoryBatchJob	Apex Class	
StockDeductionTrigger	Apex Trigger	HandsMen Order
SFDC_DevConsole	Debug Level	
OrderTotalTrigger	Apex Trigger	HandsMen Order
Loyalty Program Email	Email Alert	HandsMen Customer
Low Stock Alert	Email Alert	Inventory
Order Confirmation Email Alert	Email Alert	HandsMen Order
Customer Email	Custom Field Definition	HandsMen Order
Loyalty Program Email	Email Template	

26°C Mostly cloudy

orgfarm-4a03381697-dev-ed.develop.lightning.force.com/lightning/r/HandsMen_Order__c/a01gK00000DvOAzQAN/view

HandsMen Threads HandsMen Customers HandsMen Orders HandsMen Products Inventories Marketing Campaigns Reports Dashboards Accounts Contacts

HandsMen Order
O-0001

New Contact Edit New Opportunity

Related Details

HandsMen OrderNumber O-0001	Owner Obulasetty Srinidhi
HandsMen Product T-shirt cloth	
HandsMen Customer john	
Status Confirmed	
Quantity 500	
Total Amount	
Customer Email obulsetty.srinidhi@gmail.com	
Created By Obulasetty Srinidhi, 7/22/2025, 6:57 AM	Last Modified By Obulasetty Srinidhi, 7/22/2025, 7:47 AM

26°C Mostly cloudy 11:02 23-07-2025

orgfarm-4a03381697-dev-ed.develop.lightning.force.com/lightning/r/HandsMen_Product__c/a02gK0000036DQtQAM/view

HandsMen Threads HandsMen Customers HandsMen Orders HandsMen Products Inventories Marketing Campaigns Reports Dashboards Accounts Contacts

HandsMen Product
T-shirt cloth

New Contact Edit New Opportunity

Related Details

HandsMen Product Name T-shirt cloth	Owner Obulasetty Srinidhi
SKU	
Price \$300	
Stock Quantity	
Created By Obulasetty Srinidhi, 7/22/2025, 6:55 AM	Last Modified By Obulasetty Srinidhi, 7/22/2025, 8:11 AM

26°C Mostly cloudy 11:02 23-07-2025

Browser tabs: SkillWallet, I -0001 | Inventory | Sales, Home | Salesforce, ChatGPT, srinidhi084 (Srinidhi Obulasetty).

Address bar: orgfarm-4a03381697-dev-ed.develop.lightning.force.com/lightning/r/Inventory__c/a03gK0000059noEQAQ/view

Search bar: Search...

Navigation menu: HandsMen Threads, HandsMen Customers, HandsMen Orders, HandsMen Products, Inventories, Marketing Campaigns, Reports, Dashboards, Accounts, Contacts.

Inventory Details (I -0001):

- Inventory Number: I -0001
- HandsMen Product: [T-shirt cloth](#)
- Stock Quantity: 600
- Stock Status: Available
- Warehouse:
- Created By: Obulasetty Srinidhi, 7/22/2025, 6:55 AM
- Last Modified By: Obulasetty Srinidhi, 7/22/2025, 8:30 AM

Footer: 26°C Mostly cloudy, Search, 11:03 23-07-2025.

Browser tabs: SkillWallet, Recently Viewed | Marketing Campaigns, Home | Salesforce, srinidhi084 (Srinidhi Obulasetty).

Address bar: orgfarm-4a03381697-dev-ed.develop.lightning.force.com/lightning/o/Marketing_Campaign__c/list?filterName=__Recent

Search bar: Search...

Navigation menu: HandsMen Threads, HandsMen Customers, HandsMen Orders, HandsMen Products, Inventories, Marketing Campaigns, Reports, Dashboards, Accounts, Contacts.

Marketing Campaigns Recently Viewed:

- Buttons: New, Import, Change Owner, Assign Label
- Search: Search this list...
- 0 items • Updated a few seconds ago
- Illustration: A stylized blue illustration of a building with a chimney, surrounded by clouds and mountains.
- Text: Nothing to see here. There's nothing in your list yet. Try adding a new record.

Footer: 26°C Mostly cloudy, Search, 11:03 23-07-2025.

Browser tabs: SkillWallet, Recently Viewed | Inventor, Flows | Salesforce, srinidhi084 (Srinidhi Obula), Your Order has been Confirmed

mail.google.com/mail/u/0/?tab=rm&ogbl#spam/FMfcgzQbgRlZTVcsFTrcZrIZbrZrWCxK

Gmail interface showing a spam email titled "Your Order has been Confirmed!". The email is from Obulasetty Srinidhi to me, dated Tue 22 Jul, 20:17 (14 hours ago). The email body contains a redacted section (red box) and the following text:

Dear John,

Your order #O-0001 has been confirmed!

Thank you for shopping with us.

Best Regards,

Sales Team

Why is this message in spam? This message is similar to messages that were identified as spam in the past.

Report as not spam

Windows taskbar shows: Rainy days ahead 26°C, Search, and system tray with ENG IN and 23-07-2025 11:06.

Browser tabs: SkillWallet, Recently Viewed | Inventor, Flows | Salesforce, srinidhi084 (Srinidhi Obula), Low Stock Alert Email - ob

mail.google.com/mail/u/0/?tab=rm&ogbl#spam/FMfcgzQbgRlZTWKDMJZMbNjXNThsfq

Gmail interface showing a spam email titled "Low Stock Alert Email". The email is from Obulasetty Srinidhi to me, dated Tue 22 Jul, 20:25 (14 hours ago). The email body contains the following text:

Dear Inventory Manager,

This is to inform you that the stock for the following product is running low:

Product Name: T-shirt cloth

Current Stock Quantity: 4

Please take the necessary steps to restock this item immediately.

Best Regards,

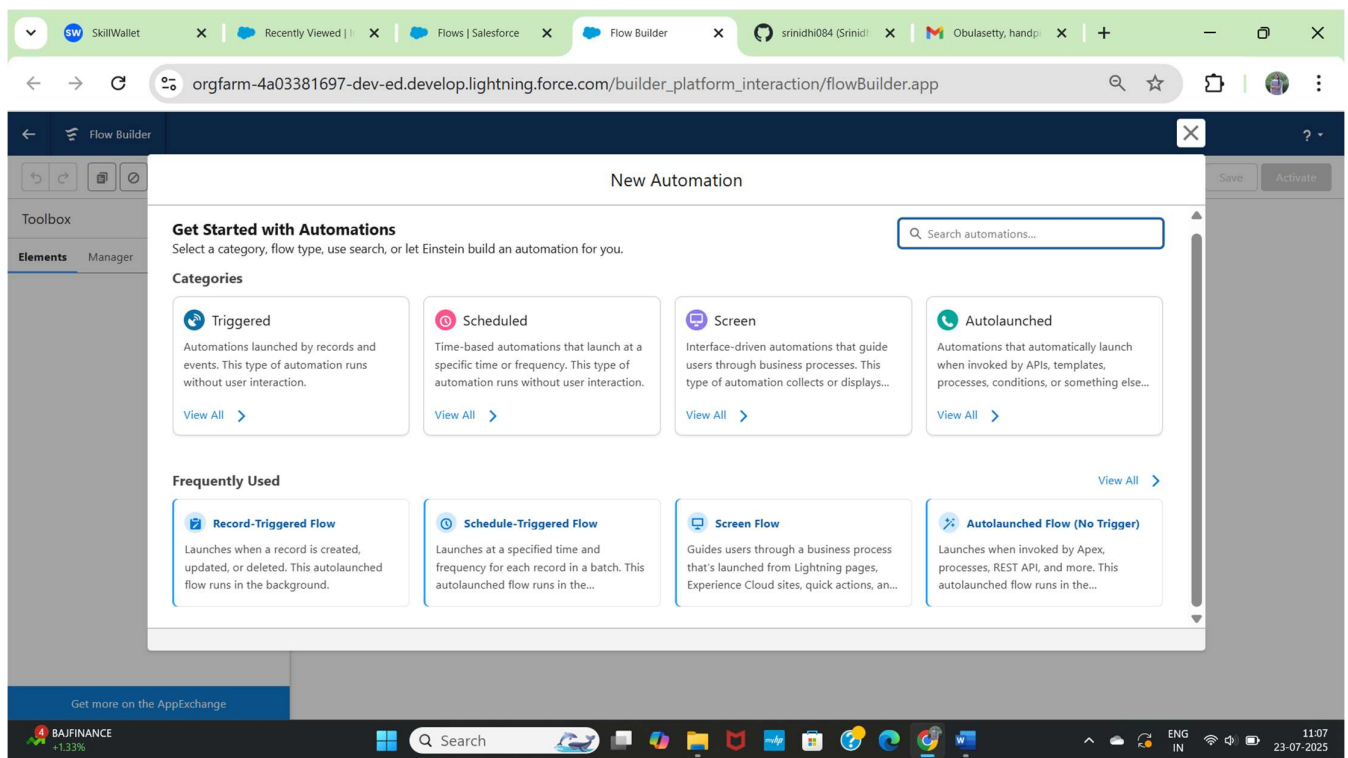
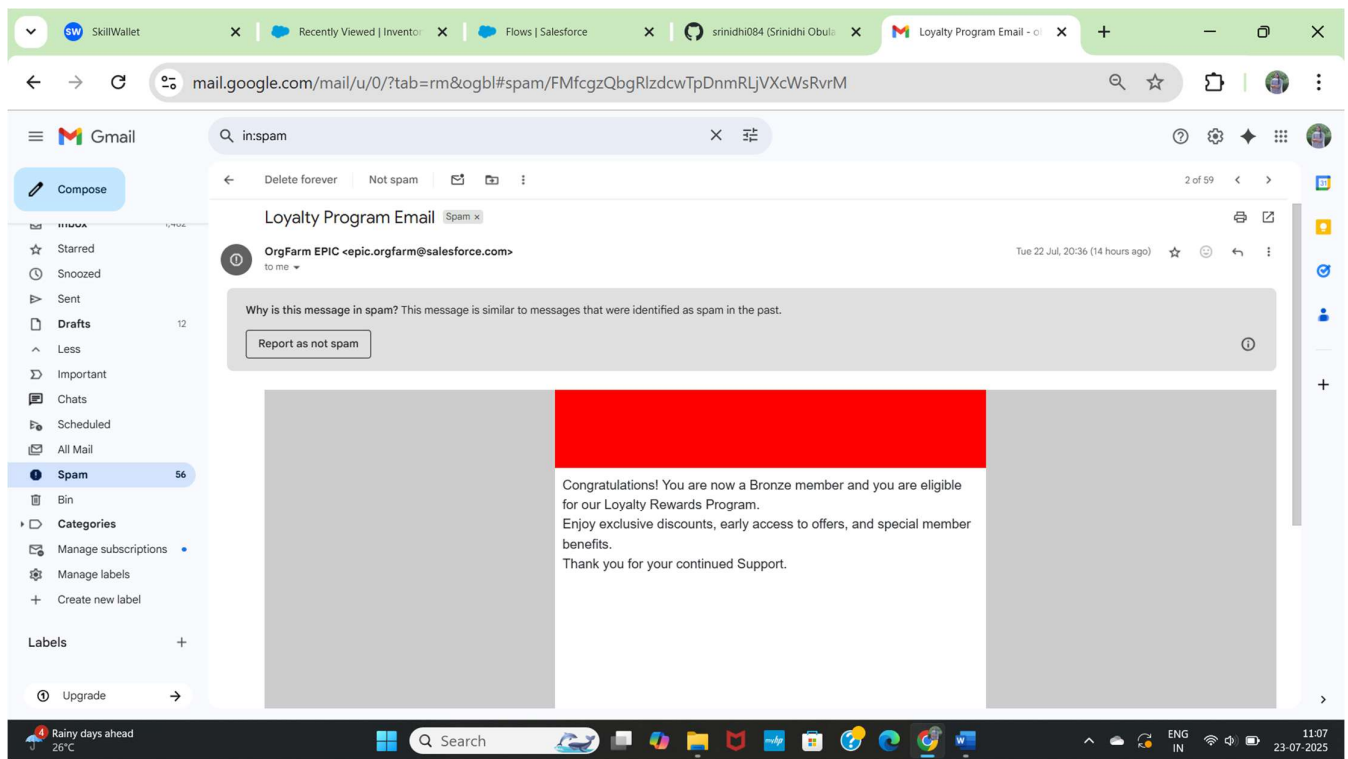
Inventory Monitoring System

Why is this message in spam? This message is similar to messages that were identified as spam in the past.

Report as not spam

Buttons: Reply, Forward

Windows taskbar shows: Rainy days ahead 26°C, Search, and system tray with ENG IN and 23-07-2025 11:07.



SW SkillWallet

Recently Viewed |

Flows | Salesforce

Flow Builder

srinidhi084 (Srinidhi)

Obulasetty, handp

myskillwallet.ai/dashboard/skillwallet/module/Salesforce-Developer-with-Agentblazer-Champion-6811f49e6dcca15650d6...

SKILLWALLET

Dashboard

Skill Bank

Skill Wallet

Skill Card

Skill Credits

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

OverviewWorkspaceKanban

Data Management - Objects90%

Data Management - Tabs90%

Data Management - App Manager90%

Data Management - Fields90%

Data Configuration90%

Data security - Profiles90%

Data Security - Roles90%

Data Security - Users90%

Data Security - Permission Set90%

Email Template90%

Flows90%

Automation using Apex90%

BAIFINANCE+1.33%

Search

ENG IN

11:0923-07-2025