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

ABSTRACT

This project showcases the development and deployment of a customized Salesforce CRM solution for **HandsMen Threads**, a premium brand specializing in men's fashion and tailoring. The goal was to enhance customer engagement, streamline operations, and maintain reliable data flow between departments.

The implementation involved designing a comprehensive data model with custom objects such as **Customer**, **Order**, **Product**, **Inventory**, and **Marketing Campaign**. Automated processes were built using **Record-Triggered Flows**, **Scheduled Flows**, **Email Alerts**, and **Apex triggers** to ensure timely order updates, loyalty program management, and inventory tracking.

A robust **validation rule system** and **role-based security model** were incorporated to maintain data accuracy and provide tailored access for different teams. The result is a centralized CRM system that drives automation, improves coordination, and scales with business needs.

OBJECTIVE

The primary objective is to create a Salesforce CRM tailored for **HandsMen Threads**, allowing for:

- **Automation of key processes**: order confirmations, loyalty status updates, inventory alerts.
- **Data accuracy**: using validation rules to prevent errors.
- **Real-time visibility**: of orders, inventory, and customer engagement.

- **Team collaboration**: via role-based access controls.
- **Customer satisfaction**: through personalized services and communications.

TECHNOLOGY DESCRIPTION

Salesforce

Salesforce is a cloud-based CRM platform for managing customer data, automating workflows, and tracking performance. It supports both **declarative** tools (Flows, Reports) and **programmatic** tools (Apex, LWC).

Custom Objects

- **Customer__c** – stores customer data.
- **Product__c** – stores product details.
- **Order__c** – records customer orders.
- **Inventory__c** – tracks stock.
- **Campaign__c** – marketing initiatives.

Tabs

Tabs are used to display records in the UI. Example: A **Product__c** tab for viewing products.

Apex Triggers

Custom logic to automate tasks. Example:

- Calculating Total_Amount__c in **Order__c**
- Reducing stock in **Inventory__c**

DETAILED EXECUTION OF PROJECT PHASES

1. Developer Org Setup

- Developer Org created at [Salesforce Signup](#)
- Setup access enabled for customization.

## 2. Custom Objects & Fields

- Created fields like Email, Total_Amount__c, Stock__c, etc.
- Defined relationships between objects.

3. Creating the Lightning App

- Created custom app **"HandsMen Threads"** with tabs for each object.
- Assigned to **System Administrator** profile.

4. Validation Rules

- **Order Object**: Total_Amount__c > 0
  Error: "Please Enter a Valid Amount"
- **Customer Object**: Email must include @[gmail.com](#)
  Error: "Please enter a valid Gmail address"
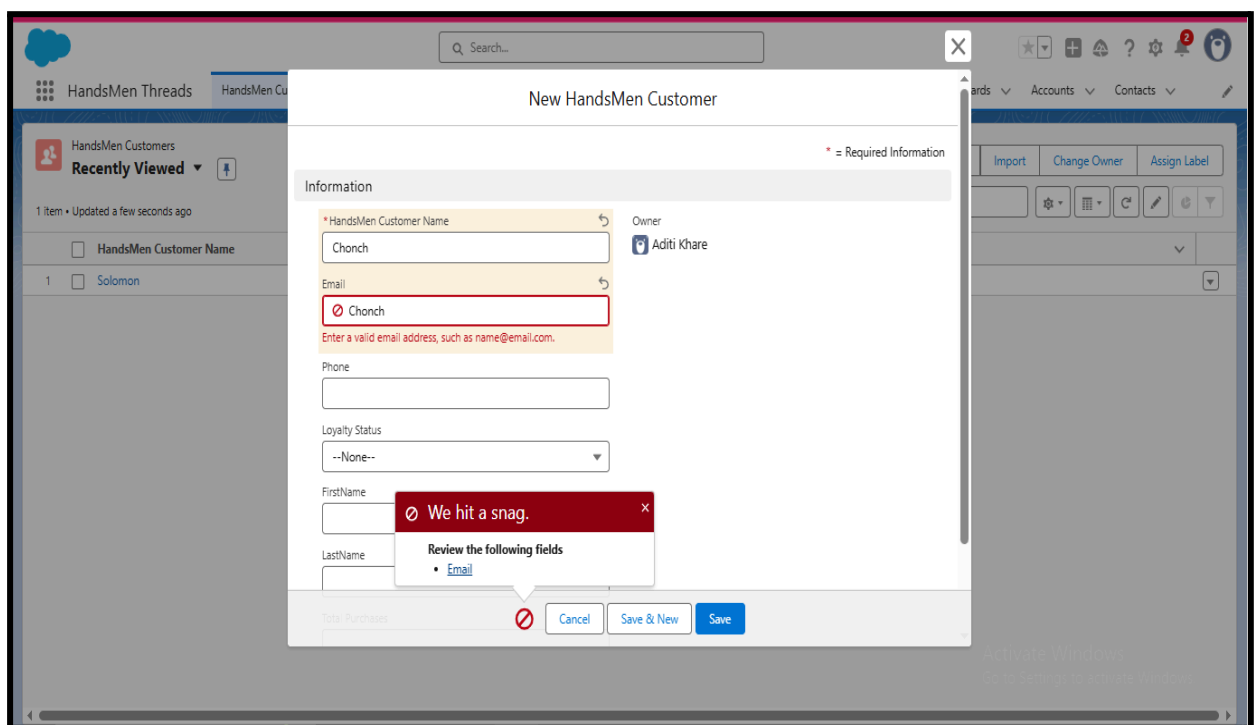
5. User Roles & Profiles

- Created profiles: **Sales Manager**, **Inventory Manager**, **Marketing Team**
- Cloned and customized the **Standard User** profile.

PROJECT EXPLANATION WITH REAL-WORLD EXAMPLE

Let's walk through a customer journey in **HandsMen Threads** CRM:

1. Customer Registration

- A customer, **Aryan Verma**, visits the store.
- Data entered into **Customer__c** object.
- Email validation rule is triggered.

2. Product Setup

- Admin adds **Shirts** and **Jeans** into **Product__c**.
- Prices and available stock are filled.
- **Inventory__c** is updated.

3. Order Placement

- Aryan places an order for 3 shirts @ ₹700 each.
- Total_Amount__c = 3 × 700 = ₹2100 via Apex trigger.
- Record created in **Order__c**.

4. Inventory Update

- Apex trigger reduces stock by 3 in **Inventory__c**.
- Validation rule ensures stock never drops below 0.

5. Loyalty Update

- Loyalty points are assigned via Flow based on order value.
- Customer receives confirmation email.

SCREENSHOTS :
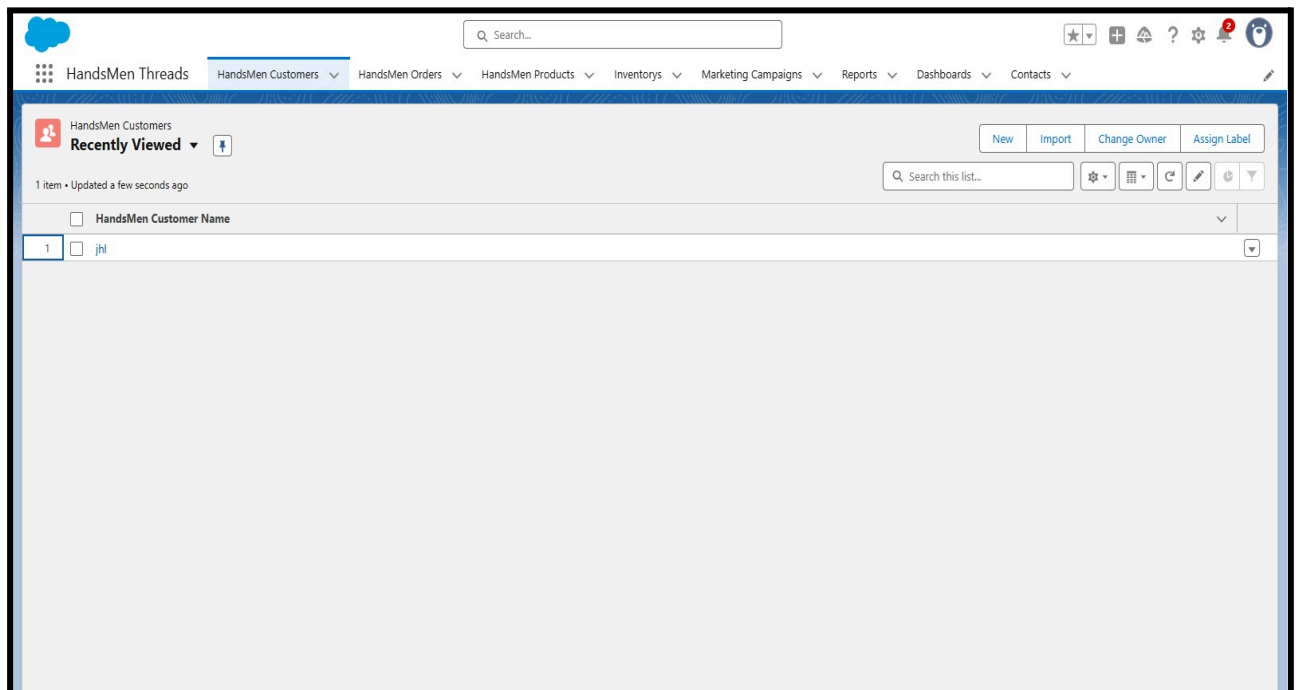
Fig. HandsMen Threads App UI (custom app view**)**

Fig. Customer Creation & Customer Validation

Fig. HandsMen Threads Product Creation Screen

Fig. Order Creation Page showing auto-calculated Total_Amount__c
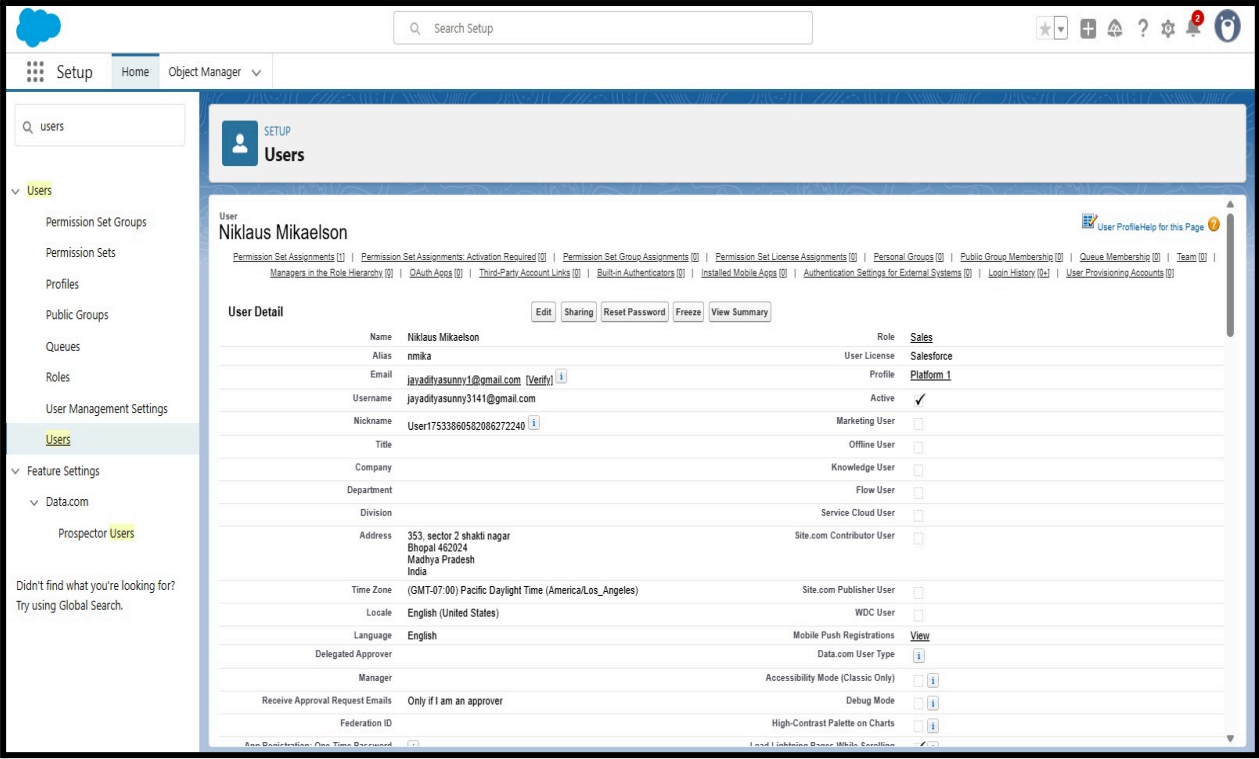

Fig. Inventory Management View

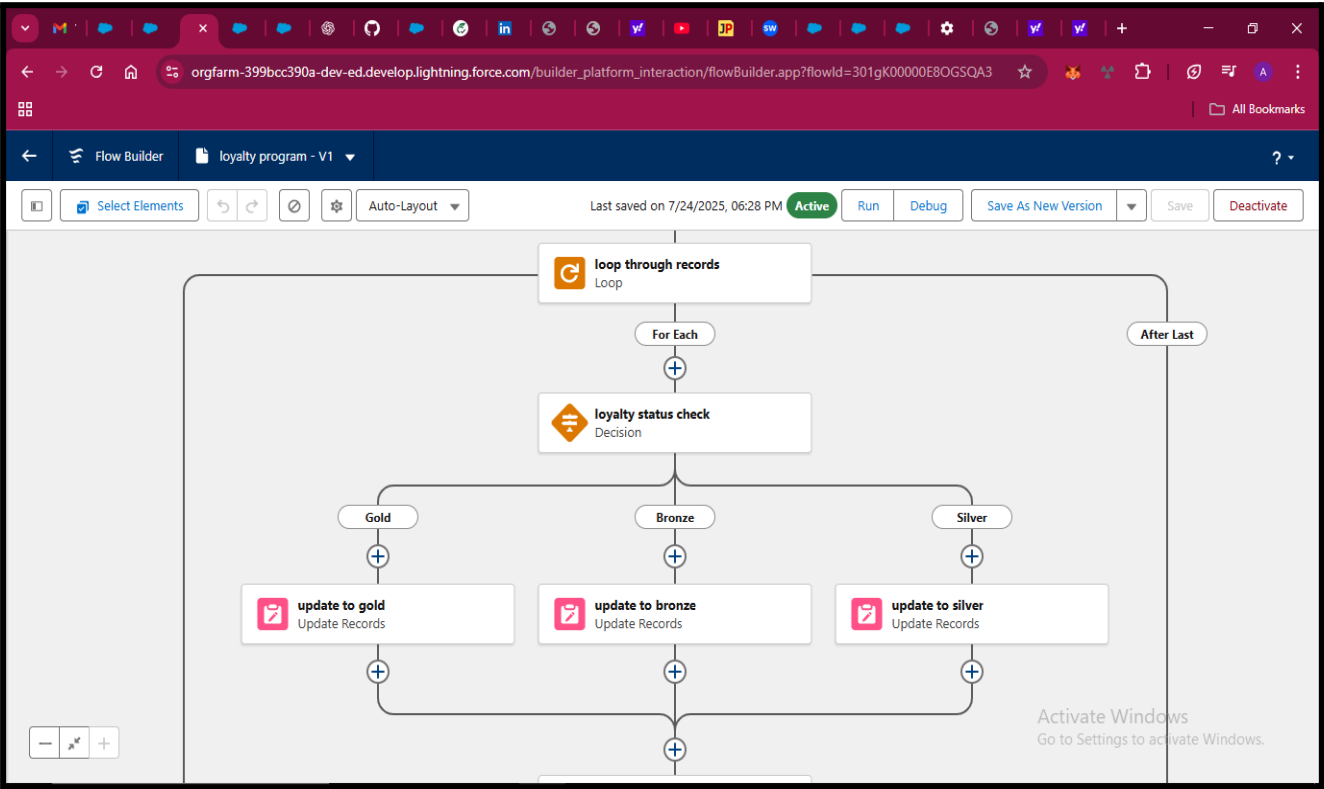**Fig. User Role and Profile Setup**
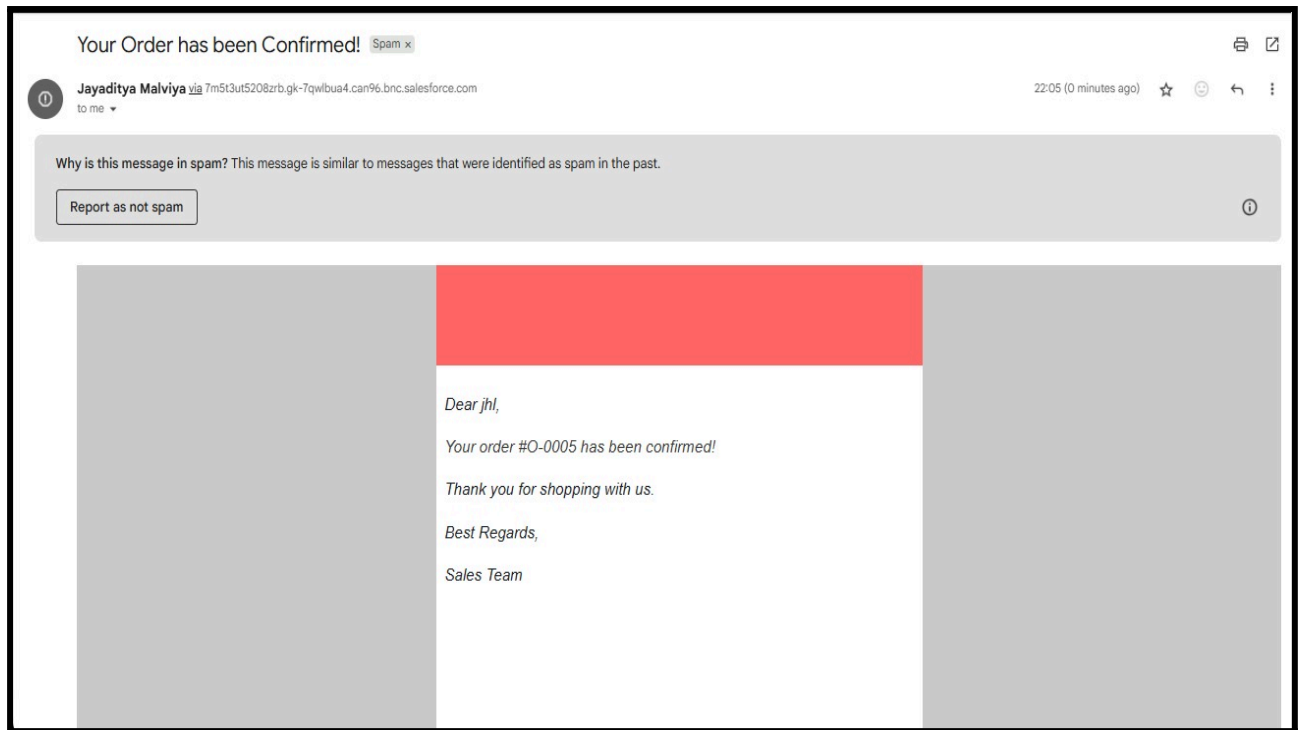

Fig. Loyalty Update Flow

Fig. Order Confirmation Email

CONCLUSION

The HandsMen Threads CRM built on Salesforce significantly enhances customer service, sales coordination, and marketing effectiveness. Through automation (Flows, Apex), structured data models (Custom Objects), and real-time updates, it reduces human error and provides better visibility for decision-making.

The platform enables:

- Centralized customer and product tracking
- Accurate real-time order and inventory management
- Improved customer loyalty through automation

FUTURE SCOPE:

1. **Customer Portal Integration**
   a. Enable customers to log in, place orders, and track their loyalty points.
2. **Mobile App via Salesforce SDK**
   a. Empower sales staff to interact on the go.
3. **Advanced Reports & Dashboards**
   a. Visual insights into top customers, sales trends, and stock analytics.
4. **AI-Powered Recommendations (Einstein)**
   a. Product suggestions based on customer behavior.