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An Introduction to Custom Theme Development: What, Why and Where? by [Pamela Jones](#)

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SugarCRM Theme Development is employed by many organizations today. Many of the professionally managed retail outlets make use of the customized themes to maintain customer records and help in tracking repeat purchases. This helps them understand customer perceptions and demands and is of a great value when it comes to launching new products or making changes to the existing product lines.

One of the tools developed by SugarCRM Theme Development experts is meant to send an organization's customers direct emails about products for which they have expressed an interest in purchasing. It also helps in gathering customer feedback on the overall shopping experience as well as get details about their perception with respect to the products purchased. This software is used by both online as well as offline stores today. It has proved to be of a great value to many companies.

Today, the use of SugarCRM Theme Development tools is not limited only to the big retail outlets and online stores. Many small and medium sized entities also make use of the same in order to reduce wastage of goods, cut down operating costs and maximize profits. This is mainly because of the fact that SugarCRM Theme Development provides quick solutions and an efficient workflow process that helps organizations to create simplified processes. This is done by the software which keeps track with the help of a series of steps taken by it in recording a sale.

There are many aspects for which customized SugarCRM Theme Development is used. Some of them are listed below:

- Management of Sales: SugarCRM Theme Development helps organization keep a record of products sold. This in turn helps them when it comes to placing purchase orders and minimizing wastage of goods and cutting down on losses made. Also, keeping a track of sales helps managers identify opportunities and make the most of them.
- Automation of complicated tasks: It is often difficult to keep a record of the changing prices of goods, their expiry dates, batch numbers and other important details. Customized SugarCRM Theme Development takes care of all these important tasks and accomplishes them in a matter of minutes. This greatly reduces the workload on human managers and helps them to focus on more important areas such as business development and customer retention.

Overall, the use of customized SugarCRM Theme Development tools and techniques has only led to more business for companies. Moreover, it is not expensive to make use of as it works on a standard platform.

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