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Brief on Zen Cart Development by Alex Franklin

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Zen Cart is a cross platform, open source online store management system. Based on PHP, it uses HTML components and MySQL for database. It bears the GNU General Public License meaning that it is freely available and supports several international languages and currencies for the online store. With its release in 2003, Zen Cart development has empowered many users, industries and enterprises all across the world with a number of advantages such as easy installation along with various other tools and functionalities, which helps them to easily, effectively and efficiently manage their online store.

Some of the notable features of Zen Cart development are listed below.

a. Built on popular PHP and MySQL open source technologies ensures the customers to shop from the online store 24x7 throughout the years.

b. Facilitate with no HTML coding feature that is required to add, remove or modify the product.

c. Product can be easily marked as free, featured or call for price.

d. Add product attributes such as radio buttons, drop down lists, checkboxes, text boxes, file uploads, file downloads, etc. with ease.

e. Manage entire categories of products with only few clicks.

f. It can be integrated with phpBB for bulletin board or forum support.

g. Add multiple images for the products to give the customers with complete overview.

h. Shipping options such as free delivery, integration of major postal and courier services, multiple carrier support, etc.

i. To get the advantages of latest technologies, Zen Cart can easily be upgrade to latest version

j. Advertisement banners, coupons and gifts certificates

k. Support for popular merchant services such as PayPal IPN, Amazon, etc.

l. Multiple language support

m. Multiple currencies support

n. Marketing tools such as Facebook comments, contest system, twitter hashtag coupons, RSS feeds, etc.

o. Numerous themes and templates for the online store

p. Troubleshooting tools such as fix cache key, notifier trace, syscheck, etc.

q. Sales report, graphical sales report, and other reports

r. And many moreâ€¦

With this numerous features and functionalities, Zen Cart development has become a preferred choice for enterprises and individuals all across the world and especially in Australia to cater their need for ecommerce solutions. Furthermore, a Zen Cart developer can cater solutions for online shopping portal, online store management, online catalogs and many more.

To conclude, a website built with Zen Cart development services are secured, user friendly, cost effective and most importantly SEO friendly.

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