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In today's time there is no dearth of ecommerce website development solutions. There are plenty of them available in the market and all promise a quality ecommerce store for your business. However, one name that stands out among others is Magento website development. If you are planning for ecommerce store and are confused whether Magento is a right ecommerce choice for your store development, then here is a complete lowdown about Magento that will dispel all your doubts.

Magento is a highly flexible and a user friendly technology which guarantees quality results. It has a large number of interesting features to offer and it is because of this long list of features that Magento development has become a top favourite. When it comes to an ecommerce solution, a good solution promises robust functionality. So first let us talk about the core functionality offered by Magento. Magento is a user friendly application with a simple interface. It means that anyone can work easily on a Magento based website. It can prove to be an excellent solution even for those business men who are not too tech savvy. To work on a Magento based website, you need not have any technical knowledge.

It has tailor made features which help a store owner to accomplish a task without any fuss. Some of its interesting features are product catalogs, report generation, analysis, users account etc. to make it easier for you, Magento offers an easy to use admin panel. All the changes, edits and updates can be made in no time using this admin panel. And all the changes are immediately reflected on the site.

If your business caters to international customers, then Magento is certainly the best solution for you. It offers multiple language support which means that you will not have to worry about the problem of language barrier while catering to international customers. It also has multiple currency support which ensures that all the international transactions are completed without any hassle.

Magento also allows you to create and mange multiple stores. This means that you can have different stores for your different set of products. All the stores can be managed and administered easily using a single back end panel. This allows you to run your business in a much better efficient manner.

When it comes to integration with other systems. Magento is highly reliable. It offers a powerful connectivity to third party systems such as CRM, CMS, accounting etc. however, an important thing which should be remembered is that if you want to connect to a third party system which has no Magento connector, then you will have to plan for custom development.

Another great thing about Magento is the wide range of extensions offered by it. With the help of these extensions you can add a desired functionality to your website. Thus it is evident that Magento can prove to be an excellent solution for your business. However, you should only hire a professional and reliable Magento developer to get the best quality solution.

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PixelCrayons offers best a ecommerce website development & designing services, online shopping cart development, a Magento development & designing services and other ecommerce software services.

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