



Zen Cart™

The Art of E-Commerce

Recommended by eBC

For the last 2 years eBC has been recommending osCommerce™ (www.oscommerce.com) as the number one shopping cart solution for small business. osCommerce is an Open Source based online shop e-commerce solution that is available for free under the GNU General Public License. It features a rich set of out-of-the-box online shopping cart functionality that allows store owners to setup, run, and maintain their online stores with minimum effort and with no costs, fees, or limitations involved.



Although we still love osCommerce we are now recommending Zen Cart™

(<http://www.zen-cart.com/>). Zen Cart™ *truly is* the art of e-commerce; a free, user-friendly, open source shopping cart system. The software is being developed by group of like-minded shop owners, programmers, designers, and consultants that think e-commerce could be and should be done differently. Some "solutions" seem to be complicated programming exercises instead of responding to users' needs, Zen Cart™ puts the merchant's and shopper's requirements first. Similarly, other programs are nearly impossible to install and use without an IT degree, Zen Cart™ can be installed and set-up by anyone with the most basic computer skills. Others are so expensive ... not Zen Cart™, it's FREE!

Best of all: Zen Cart™ IS osCommerce... just much, much better!!!

Zen Cart™ Features

Why should you choose Zen Cart™ to power your e-commerce site? Let's face it. There are 100's of shopping cart programs around, all with different strengths and weaknesses. Zen Cart™ is superior to most in ease-of-use, features and price.

Zen Cart™ is built for entrepreneurs by entrepreneurs. The program is built by programmers and designers who understand the online selling process from start to finish. Zen Cart™ has included all the necessary tools required to build a successful online store and they are constantly improving and upgrading the software based on their users requirements.

Easy Installation

- checks the database and server for requirements before installing
- installs using a built-in installation tool
- prepopulates the basic store information
- optional demo products

Global E-Commerce Ready

- multiple language support
- multiple tax support
- multiple shipping methods
- multiple currency support
- multiple payment methods

Customer Status Modes

- unrestricted shopping
- must register to view prices
- must register to view prices and merchandise
- showroom only

Catalog Status Modes

- showcase mode without prices
- showcase mode with prices
- normal shopping mode
- down for maintenance mode

Categories and Products

- unlimited category depth
- physical merchandise
- downloadable virtual products
- products can reside in multiple categories
- product options as dropdowns, radio buttons, checkboxes, and text input

Customer Retention Tools

- periodic newsletter in plain text or HTML
- order status emails and records in the customer account
- referral tools
- gift certificates

Promotions, Sales and Discounts

- individual special prices
- global sale reductions
- category-wide sale prices
- discount coupons
- customer group discounts
- quantity discounts
- one-time charges
- minimum and maximum purchases per product
- prices by attributes

Fully Customizable Catalog Templates

- XHTML 1.0 compliant - nearly table-less layout
- change the colors, fonts and many graphics using Cascading Stylesheets
- add, move, remove sideboxes via the Admin Tool
- template overrides that do not get overwritten during upgrades
- override functionality without having to learn PHP
- create as many different looks as you would like and choose them from the admin

Powerful Administration Tool

- configure your minimum and maximum values, image sizes and customer details
- choose which layout settings to use for the spotlight listings
- pick which details to show on your product details page
- edit your policies pages with HTML (if desired)
- add, delete, move, link or copy your products
- create and manage your product attributes
- manage product reviews, featured products, specials and storewide sales
- shipping and payment module installation and management
- price and taxation control
- banner advertising controls
- newsletter creation and sending
- content management tool, easily add new content pages