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Why osCommerce? by [Rajeev Ranjan](#)

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If you are on the verge of launching an online business at a reasonable price point and effort, then look no further. osCommerce is an open source shopping cart software that offers the best solution to develop an online store with minimal cost, time and endeavor. To host an online store with an osCommerce environment, the first requirement is to hire a dedicated osCommerce developer with familiarity in the following genres of development:

• osCommerce Design

• osCommerce Upgrade

• osCommerce Customization

• osCommerce SEO

• osCommerce B2B

• osCommerce Maintenance

• osCommerce Module Development

• Shipping Payment Gateway and Integration

• osCommerce Configuration and Installation

However, before resorting to hire OsCommerce developers, it is imperative to understand the nuances of the software, and how it can improve performance of your online store. One of the strongest points of osCommerce is that it is an open source solution released widely under the General Public License of GNU. An online store propelled by osComemrce is fairly simple to setup. It also offers varied features and components that make an online store attractive and feature-full, without having to spend a whole lot of money.

For cyber store owners, osCommerce is a safe bet. osCommerce makes the day to day operations of the website an fairly simple process. Site owners can easily manage each and every component of the service or product that they may be offering. With a simple maneuver of the mouse, website owners can seamlessly alter the entire demeanor of the website inclusive of its content, dedicated product images and appearance.

With increased instances of cyber infiltration and crime, the osCommerce provides an extremely safe environment for the virtual store to function without any glitch. It extends an automated security measure, in the form of encrypted, secured password which only those associated with the store management can access.

osCommerce also offers a robust customer management system to the site owners. The very instant a customer finalizes his/her purchase, an automated email is sent out to him/her with complete order detail. At the same time, accessing valuable information related to a customer or his/her purchase history can be readily attained. With other features such as multi-language and currency option, the site owners can have a wider base of users and potential customers. Therefore, osCommerce is perfect shopping cart software from the perceptive of the website owner.

A pertinent question here is, what about the users? Much like the control it extends to the site owners, an osCommerce shopping site gives the same kind of freedom and flexibility to its visitors as well. Shopping online on a website which is driven by osCommerce can be very convenient for the customers. The online shopper can easily add or remove the products on to the shopping cart before progressing to make the payment or checkout. The entire checkout procedure on an osCommerce website is simple and smooth as running a knife through a stick of soft butter.

A software pack which is convenient for the site owners as well as the customers is worth considering. If you are convinced, then go ahead and hire a dedicated osCommerce developer to start the development of a robust online store.

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[Rajeev Ranjan](#) - About Author:

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