



<http://www.zencart.com>

Why should you choose Zen Cart™ to power your e-commerce site? Let's face it, there are 1000's of shopping cart programs around, all with different strengths and weaknesses. Parent Technology feels that Zen Cart™ is superior to most in ease-of-use, features and price.

Zen Cart™ is built for entrepreneurs by entrepreneurs. Like Parent Technology, Zen Cart's™ developers 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.

Below is a list of the major features included in Zen Cart™.

### **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

### **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

### **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