

A WHITEPAPER ON

# Why E-commerce Players are Embracing OpenCart

Executive summary | Challenges | How open cart fares | Conclusion | About Suyati

More formally design has been defined as follows:  
The person designing is called a designer,  
which is also a term used for  
people who work professionally in  
one of the various design areas,  
usually also specifying which  
area is being dealt with  
such as a fashion designer, concept designer  
or web designer.  
A designer's sequence of activities is  
called a design process.  
The scientific study of design is called  
design science (4233887).

Designing often necessitates considering the aesthetic, functional, economic, and a  
technical dimensions of both the design object and design process.  
It may involve considerable research, thought, modeling, interactive adjustment, and re-design.20 Meanwhile,  
diverse kinds of objects may be designed, including clothing, graphical user  
interfaces, skyscrapers, corporate identities,  
business processes and even methods of designing.



# EXECUTIVE SUMMARY

The OpenCart shopping cart solution has gained considerable traction and has become hugely popular in just a few years. The essential features of a sound shopping cart are functionality, performance, features and extension, price, and support. OpenCart rises up to these challenge on all these fronts.



## CHALLENGE #1

### Simplicity

Never underestimate the power of simplicity. The best e-commerce platforms are simple and straightforward, with a lean code, and easy UX, for fast execution. The simplicity of the platform does not impede functionality, reliability or robustness, and rather is a cause for added strength.



## CHALLENGE #2

### Performance

The success of any e-commerce store depends on its performance. A key indicator of performance is site speed. About 47% of consumers expect a web page to load in two seconds or less, and delayed page load could result in significant loss of revenue, as customers move away to faster websites.



## CHALLENGE #3

### Features and Extensions

The extent to which a shopping cart is useful is directly linked to the features and functionality it supports. Today's dynamic e-commerce environment requires considerable flexibility. E-commerce players have no option but to provide multiple options for users to do the same thing.



## CHALLENGE #4

### Price

The decision of which shopping cart to adopt ultimately boils down to price. Many CFOs are unwilling to spend a heavy sum on anything that does not generate direct returns.



## CHALLENGE #5

### Support

The success and overall cost-effectiveness of an e-commerce platform depends on its sustainability. Here, support is of critical importance.

## CONCLUSION

The rich features, multiple functionality, and low costs, combined with the ease of set-up and use make OpenCart the e-commerce platform of choice for small and medium e-commerce vendors. OpenCart deviates from the established norm of "you get what you pay for" and offers a highly powerful platform for e-commerce players.

# WHITEPAPER

Shopping carts are integral to an e-commerce store. The online ecosystem is highly crowded, with several players competing for a foothold. Amid the several competing choices, OpenCart is widely recognized as a top-end solution.

The key characteristics of a robust e-commerce platform are simplicity or ease, performance and reliability, functionality, and cost-effectiveness. Here is how OpenCart fares on these fronts.

## Challenge#1: SIMPLICITY

### How OpenCart Fares

Setting up a website can be a daunting process, but not so with OpenCart. OpenCart leverages the power of simplicity. A big USP of OpenCart and the major reason why many users are attracted to this platform is the simple and straightforward setup process.

- 1.** The Opencart platform is developed keeping end-users in mind. The simple interface allows even ordinary users to easily set up an online store, without hiring a developer.
- 2.** Launching an online store is a simple four-step DIY process of (1) Installing OpenCart --> (2) Choosing from any one of the available OpenCart themes(3) Add products and fill-in product details, and(4) Configure functions and modules such as languages, payment and shipment methods. The store is now ready to receive orders and sell products.
- 3.** A wide number of themes come bundled with the installation package, and many more are available from third-party providers.
- 4.** Managing the store is just as easy as the set-up. The admin panel is very simple and self-explicit, and using it does not require any training or learning curve.



### Simplicity

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## Challenge#2: PERFORMANCE

### How OpenCart Fares

OpenCart is both robust and fast, without compromising functionality.

1. OpenCart platform uses AJAX technology to reduce load time and increase store speed. AJAX makes the platform lightweight.
2. The platform offers a wide range of features, such as one-page checkout, smart site structure to simplify shop navigation, handy search, and other essential features. These options improve usability and make the platform sleek and dynamic.
3. The platform supports an unlimited number of products, categories, customers and transactions.
4. The platform offers a slew of intuitive features, such as automatic image resizing, which make it optimal for responsive designs.
5. The platform may be used on any server which has PHP and MySQL running on it.

The success of any e-commerce store depends on its performance.

A key indicator of performance is site speed. About **47% of consumers** expect a web page to load in two seconds or less, and delayed page load could result in significant loss of revenue, as customers move away to faster websites.

### Performance



## How OpenCart Fares

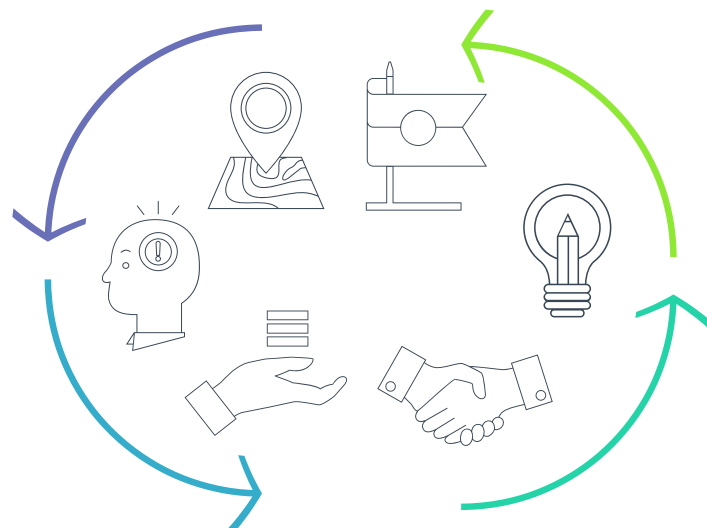
The OpenCart platform offers a high level of functionality, with a wide range of in-box features. Some of the intuitive features available in OpenCart include:

- 1. Multiple Stores:** The platform offers the ability to set up multiple stores from the admin panel, and manage all these stores with a single integrated inventory. The admin may set up customer groups for each store, enabling some stores for retail customers and other stores for wholesale customers.
- 2. Multiple taxes, currency, and language options:** The system offers multiple tax zones, enabling setting of tax, based on countries or specific geographies. Likewise, the system offers default location-based currency, with the option to localize the currency as required.
- 3. Multiple Payment gateway options:** The platform co-opts 23 payment gateways by default, including popular options such as PayPal and credit card. More gateways are available by downloading the relevant OpenCart extensions.
- 4. Advanced Reports:** An intuitive and advanced system of reports allows store owners to calculate the total amount of sales per day, week, or month. The reports also exhibit the products customers are most interested in.
- 5. Multiple Themes:** OpenCart offers different themes for different shops. A large number of themes come bundled with the installation, and several more are available from third-party providers. E-commerce providers also have the option of developing their own custom theme. A large number of mobile templates are also available, making the platform suitable for the fast-growing mobile space as well.
- 6. Shop owners may leverage more than 7000 extensions,** to expand the possibilities with their e-commerce store.

## Challenge#3: FEATURES AND EXTENSIONS

The extent to which a shopping cart is useful is directly linked to the features and functionality it supports. Today's dynamic e-commerce environment requires considerable flexibility. E-commerce players have no option but to provide multiple options for users to do the same thing.

### Features and Extensions



## Challenge#4:

### PRICE

#### Price

The decision of which shopping cart to adopt ultimately boils down to price. Many CFOs are unwilling to spend a heavy sum on anything that does not generate direct returns. In today's age of cut-throat competition and pressure on margins, enterprises are reluctant to loosen their purse strings and may be willing to compromise on features and functionality, to save a few bucks.

#### How OpenCart Fares

1. OpenCart is an open source, rendering price issues irrelevant. While open source does not always mean free, in the case of Open Cart, users get the next best deal to free.
2. The installation cost is zero.
3. OpenCart supports any kind of hosting, and as such hosting costs will rarely exceed a few dollars per month.
4. With the simplicity offered by OpenCart, users can undertake set-up, including store customization on a DIY basis, sparing the need to hire a developer. The several free themes on offer spare the need to purchase a suitable theme from a third-party developer.



## Challenge#5: SUPPORT

The success and overall cost-effectiveness of an e-commerce platform depends on its sustainability. Here, support is of critical importance.

### Support

#### How OpenCart Fares

Open cart offers advanced support and maintenance, comparable with any other e-commerce platform.

1. The widespread adoption of OpenCart has resulted in a vibrant community of enthusiasts, and an active forum to discuss troubleshooting and development issues. A large number of tutorial videos, documentation and instruction guidelines are available online, free of cost.
2. Even for dedicated support, it is possible to get high-quality maintenance at relatively low rates, compared to other shopping carts.



## CONCLUSION

The rich features, multiple functionality, and low costs, combined with the ease of set-up and use make OpenCart the e-commerce platform of choice for small and medium e-commerce vendors. OpenCart deviates from the established norm of "you get what you pay for" and offers a highly powerful platform for e-commerce players.

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