

General:

- Complete ready-to-use store package
- Web-based installation wizard & store configuration
- Intuitive administration panel
- Built-in professional [design templates](#)
- Bulk uploading of categories, products and images
- Full import and export of product/user/order/language databases in CSV format
- No programming knowledge required for installation and setting up

Localization:

- Translated into 8 languages (some translations are partial)
- Easy addition of new languages
- Configurable currency symbols
- Configurable measurement units
- Configurable list of countries/states/provinces
- Ability to switch date and time formats
- Ability to create unlimited number of localizations

Search Engine Optimization:

- Search Engine Friendly URLs
- Custom meta keywords and description for product, category and content pages
- Generation of HTML catalog of static product and category pages
- Site map generation
- Breadcrumb trail

Payment Gateways & Methods:

- Full list of offline payment methods: Checks, purchase orders, phone orders and others
- Real-time credit card processing: 50+ integrated [payment systems](#)
- Ability to create new payment methods

Security:

- Full HTTPS/SSL support
- Secure HTTPS/SSL administrative access
- Secure HTTPS/SSL checkout, login and customer profile pages
- Customer passwords are MD5 encrypted in database
- Password-protected administrative access

Design & Layout:

- 100% template driven storefront and admin panel
- Easy integration to match current design
- Fully customizable design & layout
- Extensive usage of AJAX technologies, minimizing screen refreshes
- Category/product thumbnails and detailed images
- One-page checkout
- Design blocks
- Visual language variables editor
- Catalog page
- Mini-cart presence on all pages
- Addition of custom content pages via administration interface
- Built-in template editor
- Changing storefront and admin logos via administration interface
- Debug console: displays a tree of templates for all pages

Product Catalog features:

- Unlimited number of products/categories
- Product cloning
- Unlimited category nesting
- Bulk product/category management
- Ability to assign products to multiple categories
- Featured products list and cross selling
- Digital delivery system
- Configurable products
- Quantity discounts
- Discount coupons
- Membership based access to every category

Merchandising/Inventory:

- Full product stock control
- Low-stock notifications
- Wholesale trade
- Ability to set minimal order amount
- 'List Price' and 'Our Price' options
- Enabling/disabling product inventory control
- Extended import/export of product database

Shipping & Tax:

- UPS, FedEx, USPS, DHL, Australia Post & Canada Post real-time calculations
- Intershipper real-time calculator
- Customizable shipping surcharges
- Unlimited custom delivery methods
- Unlimited custom-defined destinations
- Shipping restriction by location
- Free shipping option
- Drop shipping
- Flexible shipping customization (based on the number of items, weight or order amount)
- Customers can choose delivery methods
- Customizable tax calculation
- Product-specific taxes
- 'Tax exempt' feature

Repeat Customer Accommodation:

- Cart content is stored in database
- Each customer can have unlimited number of profiles
- Registered customers can edit their account details at any time
- Registered customers can view their order history

Customer Care:

- Integrated configurable store search
- Search filters
- Password reminder for customers
- Customers can view order history
- Customer memberships and special pricing
- Membership based access to the informational part of the store
- 'Continue shopping' and 'Clear cart' buttons
- Printable invoices
- 'Wish list' feature
- 'Feature comparison' option
- Customer can edit product options directly in the cart

Product Details:

- Unlimited product options w/optional surcharges
- Various display types for product options
- HTML enriched product descriptions
- Related products list
- Customers also bought list
- Unlimited product images
- Product large image popup

Marketing & Promotional Tools:

- Affiliate program
- E-mail/postal gift certificates
- Product filters
- RMA (Return Merchandise Authorization)
- Featured/Related products, cross selling
- Ability to set up variety of promotions
- Product reviews and ratings
- Gift Registry wish list
- One-page checkout
- Bestsellers
- 'Send to friend' feature
- Reward points addon
- Ability to add tags
- Polls

Web-based administration panel:

- Easy and quick addition of multiple items (products, categories, static pages, etc)
- File browser and template editor use AJAX technologies
- Ability to configure every aspect of e-commerce site in real time
- Integrated database backup/restore tool
- Flexible organization of webshop informational part
- Unlimited number of admin accounts
- Multiple levels of administrative access
- Ability to act on behalf of other users
- Ability to collect statistical data
- IP-based access restrictions
- Integrated webmail system
- SMS notifications