Discussion

My top two choices for a shopping cart My top two choices for a shopping cart are X-cart and CS-cart 3. I prefer the two options for online shopping because of their features and the associated advantages. I for example prefer X-cart because of its four features that aids shopping. It is scalable with different product categories to meet different customers' classes and needs. It is also fast and therefore time saving. This is particularly essential as a marketing strategy. Its high speed also means no extra input for its application to make it more efficient. The system is also safe for payment transfers and therefore eliminates fears of financial losses. Lastly, the system can be customized to meet consumer's desires (X-cart, p. 1). My second choice cart is however, the CS-3 cart because of its beneficial features such as universal applicability to transaction on any size of website. It also has a user-friendly search engine besides its internalized content management features. The shopping cart can also be customized to meet customers' changing preferences. The two carts are therefore user friendly and can be customized to meet specified consumers' interests, features that identify their marketing impacts (Cs-cart, p. 1).

My top two choices for security

My most preferred choices for security are " avast internet security 7" and " Bidfinder total security suite 12" (Pcmag, p. 1). I prefer the products because of their high ratings in countering different internet threats. They therefore guarantee a high level of security for a safe online commerce. I would however prefer Bidfinder total security suite 12 because it has higher ratings, a factors that identifies higher utility (Pcmag, p. 1).

Works cited

Cs-cart. eCommerce platform that sells. 2012. Web. November 15, 2012. .

Pcmag. The best security suites of 2013. September 19, 2012. Web. November 15, 2012. .

X-cart. Take your online store to the extreme. N. d. Web. November 15, 2012. .