

	PROS	CONS	PERFECT FOR
<b>MAGENTO</b>	<ul style="list-style-type: none"> <li>- Highly customisable</li> <li>- Unlimited inventory</li> <li>- Open-source</li> <li>- Lots of plugins (free and paid)</li> </ul>	<ul style="list-style-type: none"> <li>- Technical team of Magento developers required to set up</li> <li>- High initial cost</li> <li>- Longer build</li> <li>- Self-hosting costs</li> </ul>	Larger stores who need a lot of customisation.
<b>SHOPIFY</b>	<ul style="list-style-type: none"> <li>- Low setup cost</li> <li>- Faster to setup</li> <li>- Design customisation possible</li> <li>- Hosted securely by Shopify</li> </ul>	<ul style="list-style-type: none"> <li>- Ongoing monthly cost</li> <li>- Limited customisation</li> <li>- Limited inventory</li> </ul>	Small stores who would like to launch quickly
<b>WOOCOMMERCE</b>	<ul style="list-style-type: none"> <li>- Direct integration with Wordpress (same easy to use backend)</li> <li>- Huge variety of plugins available (free and paid)</li> <li>- Open-source</li> <li>- Highly customisable</li> </ul>	<ul style="list-style-type: none"> <li>- Paid plugins and extensions if heavy customisation is required</li> <li>- Woocommerce specialists required to customise design and functionality</li> <li>- Self-hosting costs</li> </ul>	Businesses who already have an existing Wordpress site they would like to extend to include a small to medium sized store and businesses who are after an intuitive and easy to use backend management system.
<b>DRUPAL</b>	<ul style="list-style-type: none"> <li>- Direct integration with Drupal (same backend system)</li> <li>- Highly customisable and flexible in design and functionality</li> <li>- Open-source</li> </ul>	<ul style="list-style-type: none"> <li>- Drupal specialists required to customise design and functionality</li> <li>- More complex back-end system</li> <li>- Self-hosting costs</li> </ul>	Businesses who already have an existing Drupal site they would like to extend to include a small to medium sized store.