

# Top 3 Misconceptions about Magento

At Brander, we often see businesses opting out of [Magento development services](#) in favour of other, simpler content management systems, such as Shopify, Open Cart, and similar solutions. Furthermore, some entrepreneurs manage to build their online stores using primitive website builders, which, from our point of view, is completely unacceptable. There are no easy paths to success in e-commerce, and this is an unspoken truth.



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## Magento is Difficult

There is a distinction between “difficult” and “complex”. Magento 2 is a “complex” content management system. It is also called “modular” because it has a base to which additional

modules can be connected as needed.

Imagine you are ordering a car at a dealership. You are offered options like climate control, a panoramic roof or sunroof, as well as stylish alloy wheels. You can agree to these options (for an additional fee), or you can refuse them. One can decide that these additional options are simply not necessary for him.

Magento operates on a similar principle. You can connect only those modules that are needed for the unique needs of your business. The rest can be declined. This is the modularity and comprehensiveness of Magento.

## **Magento is Not Popular**

This is the strangest group of arguments that we encounter. Websites of brands such as Nike, Tommy Hilfiger, Ford, and Land Rover are built on Magento. These brands do not need introductions, do they? And this is not even a complete list.

Magento is indeed not popular, but only among those who are not well-versed in e-commerce and do not try to delve into this topic. The problem with many novice businessmen is that they are looking for easy ways out. They prefer simple and understandable CMSs, which can be understood by someone far from programming.

Initially, you may indeed succeed in running a business using a primitive CMS. But over time, you will encounter a serious problem – a lack of scalability potential. As your business grows and develops, it will require a more powerful CMS engine that can handle large customer flows. And at this stage, you will regret that you refused Magento because it has enormous potential for expansion.

# Magento is Expensive

This is only true at first glance because your investment will pay off. Magento-based online stores are characterised by excellent performance, stability, and security. As well as scalability potential, which we have already mentioned.

Did you know that the average modern user will not wait if your site takes more than 5 seconds to load? For some users, this threshold is even lower – around 2–3 seconds. Yes, modern users are like that, they are very spoiled and not patient.

Magento will solve this problem, as well as many others. Order Magento development services from Brander if you want a consistently working website with fast page loading. Returning to the analogy with cars, Magento is a European car, while other CMSs are more like the Chinese automotive industry with all its consequences. Yes, they also run and perform their functions for a while. But with limitations and conventions.