# Effective Project Displays

Project displays are effective merchandisers because they show them the products needed to complete the task and remind them of projects they need to do. Here are five elements to include in an effective project display.

**1 Project Starter**
This is the one essential item that starts the project. It's likely the first item the customer thought of when starting the project. It's also the item you're most likely to promote.

**2 Tools and Supplies**
You don't always need to merchandise everything needed for a project, but include one or two other essentials items. These are often high-margin items and will raise your transaction size.

**3 Non-Essential**
Offer an item that's not essential for the project, but that might help the customer or make the project more enjoyable. This is a good time to be creative and find items in other areas to promote.

**4 Cross-Category**
Include an item from another category that's related to the project. Seeing that product may draw the customer into another department of the store for continued shopping.

**5 Project List**
If the project is complex, consider posting a list of all of the tools and supplies needed to complete it. This will also give customers the confidence they have everything they need before they leave the store.



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