

# 2008 Nebraska State Fair

## Department F –Entrepreneurship (Business Sense)

Superintendents: Eileen Krumbach, York & Leanne Manning, Wilber

### General Information

All exhibits are directly related to activities in the project manual. Refer to the manual for ideas, suggestions and additional information to enhance project exhibits.

Quota: the current enrollment will determine the number of entries.

# in Project for Business Sense	Exhibits Per County
Under 50	5
Over 50	10

Total exhibits may be entered in any combination.

### Exhibit Guidelines:

Posters must be 14" x 22" and may be arranged either horizontally or vertically.

The 4-H member's name, age, full address and county must be listed on the back of the poster. Entry cards should be stapled (not paper-clipped or taped) to the upper right-hand corner of the poster.

Poster may not use copyrighted materials, such as cartoon characters or commercial product names. Exhibits which do not conform to size or content guidelines will be lowered one ribbon placing. Posters may include photographs, charts or examples as well as a written explanation.

Posters may be laminated to protect them. Loose plastic coverings used to protect the exhibit while being transported will be removed by the superintendent for evaluation and display.

### Division 530, CLASSES

For classes 1-3, follow guidelines for posters.

- Class 1 **Interview an entrepreneur.** Share what you learned from the person about starting and running a business or how they deliver excellent customer service. How will what you have learned through this interview change your future plans or ways of thinking about business?
- Class 2 **Picture story** of 1) tour or field trip to study entrepreneurship and/or business operation or 2) steps required to make a selected product or deliver a specific service.
- Class 3 **Market study** you could use to determine if a product or service would sell in the targeted market area.
- Class 4 A folder containing the following information: 1) at least **one completed chapter** of the project manual Business Sense, and 2) a minimum of **three additional forms** the 4-H'er's has used/developed to start/operate a business ( i.e., application for sales tax number, registering business name, food inspection, kitchen inspection, copyright forms, billing forms, accounting system, business plan, receipts, production record, etc.
- Class 5 A folder containing **critiques of WEB pages** of at least three businesses.
- Class 6 **Marketing Package** (mounted on a 14" x 22" poster) must include at least three items (examples) developed by the 4-H'er from the following list: business card, brochure, advertisement, business promotional piece, printout of an internet home page, packaging design, signs, logo design, direct mail piece, etc. The marketing package should be for an original business developed by the 4-H'er and not an existing business.
- Class 7 **Original Product** with an information card (8 ½" x 11") answering the following questions:
1. What did you enjoy the most about making the product?
  2. What challenges did you have when making the product? Would you do anything differently next time? If so, what?
  3. What is the suggested retail price of the product? How did you decide on the price?
  4. How much would you earn per hour? Show how you determined this figure.
  5. What is unique about this product?

A series of market survey questions will be available for the public to provide feedback to the 4-H'er regarding quality, originality, market appeal, price, etc. of product entered in Class 7.