

BRANDON'S POZ PARTY
For the HIV+ gay / bi community

"The nations oldest organized POZ only party"
(OUT magazine April 2002)

MISSION STATEMENT:

The parties and special events provide a FUN, safe, comfortable place where HIV+ men can meet, socialize, network or hook up with other HIV+ men, without the hassles of status disclosure. The stigma of HIV is removed.

PARTNERSHIPS and STRATEGIC ALLIANCES:

Businesses are finding that they must form partnerships with other organizations to take full advantage of available opportunities. Some of the most widely reported strategic alliances today involve partnerships between dot-com businesses and traditional businesses.

A business that provides real value to customers often enjoys superior advantages and wider opportunities in the marketplace. A business that retains customers over the long term reduces its advertising, sales and account initiation costs; since customer spending tends to accelerate over time, revenues increase as well. Thus, these businesses find that many new customers come from loyal customer referrals.

CUSTOMER SATISFACTION BEGINS WITH VALUE and QUALITY:

A customers' perception of value is from the balance between the positive traits of a good or service and its price. Technically, quality refers to physical product traits, such as durability and performance reliability. *However*, quality also includes *customer satisfaction*, the ability of a good or service to meet or exceed needs and expectations.

THE GLOBAL MARKET:

The prospects of succeeding in the global marketplace appeal to most U.S. businesses. Of the world's 6 billion people, just 5% live in the United States; the world's economies are becoming increasingly interdependent. About 51% of all U.S. households have at least one computer in their home; the global Internet population is growing faster than that of the United States.

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