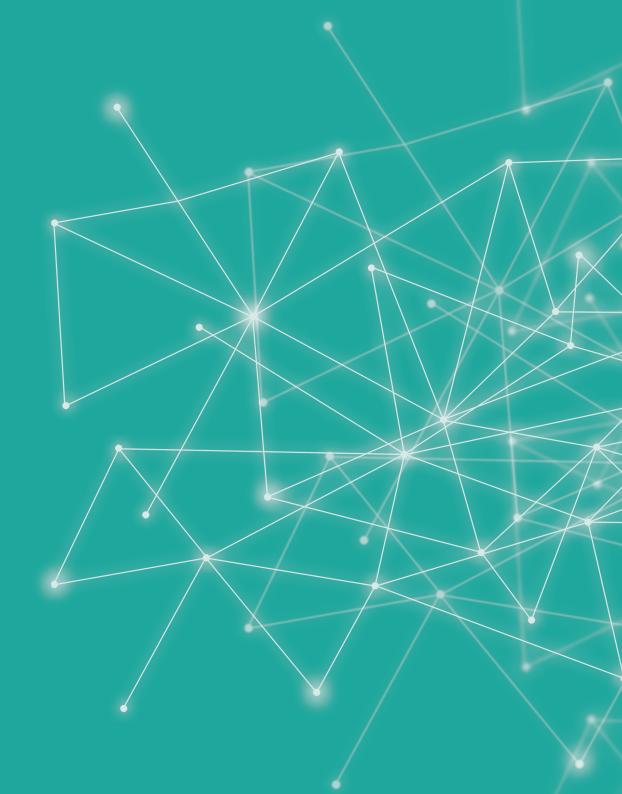
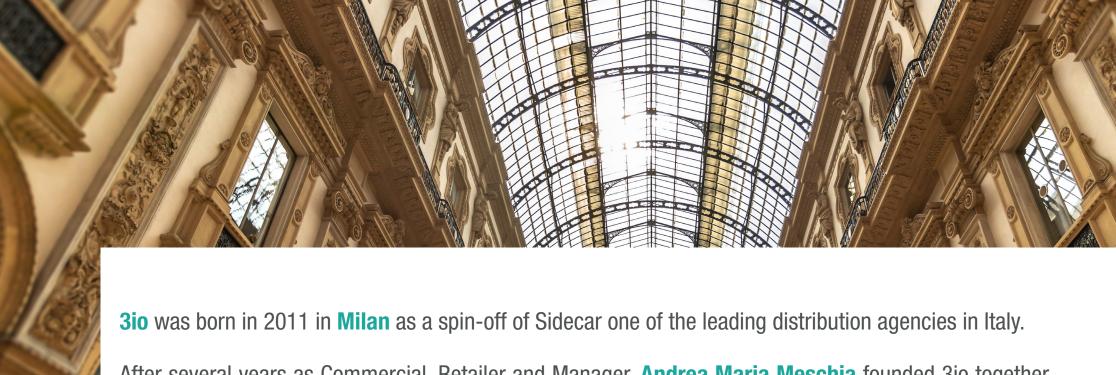


CONSULENZA FRANCHISING E INTERNAZIONALIZZAZIONE





After several years as Commercial, Retailer and Manager, **Andrea Maria Meschia** founded 3io together with **Elvira Casapollo** and **Karen Stange**.

The focus: to support retailers and franchisors along their growth path. The key is to offer a proven field-tested operational experience, competence and a tight network of professionals, covering different fields (finance, H&R, legal, real estate, marketing & communication).

From Italy to the rest of Europe has been an ambitious but possible goal thanks to **FPI - Franchise Pool International**, of which we are the Italian Partner since 2015.



THE BUSINESS DEVELOPMENT OF RETAILING, WHOLESALE AND FRANCHISING COMPANIES.

Our experience is more than 30 years-long. This led us gain a specific and in-depth knowledge of the markets.

The opportunity of working with primary clients and the network we built up in our career, has let us successfully operate in the retail and franchise sector in Italy and internationally.

We believe in the primacy of today's Facts and tomorrow's Results.



PURPOSE: INNOVATION & DEVELOPMENT

COMMERCIAL DEVELOPMENT OF FRANCHISING

Development and promotion of Franchise formats: in Italy through the network of Affilya, in Europe and in emerging markets with FPI - Franchise Pool International.

INTERNATIONALIZATION STRATEGIES

Implementation of strategies to introduce and affirm new brands in Italy and in the European markets. We are specialists for the German-speaking area.

THE EXPERTISE WE OFFER

TEMPORARY SHOP AND RETAIL

Planning and management of Temporary
Events and innovative Retail,
to communicate, promote and increase
sales. We are one of the founding
partners of the historic sector
leader, Sidecar.

SALES MANAGEMENT

Management of business policies in various areas: retail, franchising, and coordination of agent networks.

We work for the success of companies' selling goals.

WHOLESALE ORGANIZATION AND DEVELOPMENT

Study of marketing, planning and organization activities for the distribution in the Fashion sector.

We are also experts as representative agency.

TRAINING

Offline and online training activities directed to the sales force, retail staff and franchisees. Resources and tools to enhance professionalism.















































The first business community in Italy dedicated to the recruiting in the franchising sector. We use an innovative approach and tools which let us increase the effectiveness of the recruiting process.



The international network of professionals specialized in the development of the Franchising. 20 partners representing 48 countries: Europe, North America, Middle East, Southeast Asia, South Africa.

3io is the Italian Partner.





Italian Association of the agents and distributors in the fashion and sport sectors



Consultants, specialized in the development of the retail



Consultants for the development and realization of Temporary Shops



Consultants for the development in emerging countries (South East Asia, India)





Andrea Maria MeschiaCEO 3io
Co-founder Affilya

a.meschia@3-io.it T. +39 335 775 4451





Elvira Casapollo Co-founder 3io Resp. Amministrativa

e.casapollo@3-io.it T. +39 347 418 7956





Elisabetta Mondini Marketing & Communication Specialist

e.mondini@3-io.it T. +39 334 104 6412





Laura Grazioli Senior Retail & Franchising Advisor

I.grazioli@3-io.it T. +39 347 839 6683





Diego PerroneSenior Retail
& Franchising Advisor

d.perrone@3-io.it T. +39 345 935 1524





