



**CONSULENZA FRANCHISING  
E INTERNAZIONALIZZAZIONE**





**3io** was born in 2011 in **Milan** as a spin-off of Sidecar one of the leading distribution agencies in Italy.

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.



# A LONG STORY SHORT





## WE IMPLEMENT AND MANAGE INNOVATIVE SOLUTIONS FOR 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



# THE EXPERTISE WE OFFER

## 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.

## 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.

## 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.

## TRAINING

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



 **CLIENTS WHO TRUST**



We believe in professional and human relationships: that is why we nurture a tight and strong network of partners to provide our customers with the best professional experience.



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)

 **A SOLID NETWORK**



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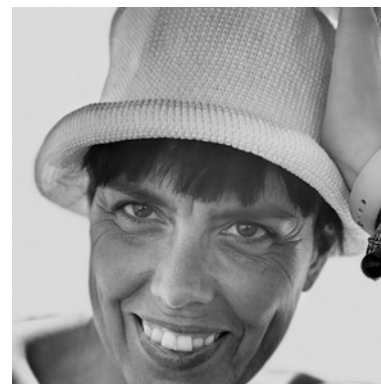
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**GET IN CONTACT WITH US**





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