

# COMPANY PROFILE



Consulenza Franchising  
e Internazionalizzazione

**Strategy made SMART.**

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*EN Edition*



## Strategy made SMART.

Every business grows at its own rhythm, and every entrepreneur brings a unique vision. Our work begins here — with listening and understanding, not with pre packaged models. We bring concrete expertise, hands-on field experience and a network of real value built over more than thirty years in retail and distribution.

3io is a boutique consulting company specializing in retail and franchising, combining strategic vision, executive capacity and an international network, thanks to our membership in FPI – Franchise Pool International of which we have been the Italian member since 2015.

We operate in the high-value mid-market: we are more agile and closer to the client than large consultancy firms, more structured and results-oriented than individual professionals.

**We are not suppliers. We are strategic partners.**

### THE PURPOSE

To support entrepreneurs, companies, and brands in turning their potential into **tangible, structured, and scalable growth** through a **smart, human-centred, and tailored approach.**

### THE VISION

To become the go-to reference for those seeking real growth in retail and franchising, through **strategy, execution and network.**

## The 3 pillars of 3io

Our model is built on three integrated pillars that provide end-to-end support — from strategic insight to hands-on execution offering the customer complete support: from the strategic reading of the problem to the concrete execution in the field.

From the definition of the model to its operational implementation, we support companies in every step of the way, with end-to-end services for client companies: because strategy, on its own, it is not enough. And execution, without strategy, is only risk.

### 1\_ADVISORY

High-level consultancy with a smart approach. Decision support for entrepreneurs and companies. Strategic reading of the business, model and potential assessment, customized rather than standardized methodology.

### 2\_STRATEGY & EXECUTION

From strategic planning to operational execution. Retail go-to-market, franchising & scale-up, internationalization, real estate and location strategy, execution through qualified partnerships.

### 3\_NETWORK & PARTNERSHIP

Access to a real ecosystem of value. Network of professionals in retail, real estate, franchising, legal & finance. Strategic partnerships across Italy and Europe.

## Our areas of expertise

### Franchising development

1. We design, build, and scale franchise networks across Italy and Europe. We support franchisors at every stage: from format design to franchisee search, market analysis to operations management.

### Internationalization strategies

2. Strategies and operational support for market entry. Specialization in the Italian market and German-speaking area (Germany, Austria, Switzerland). Access to European markets through FPI – Franchise Pool International, of which we are the Italian Partner.

### Marketing

3. Planning and organization of commercial networks with a sell-out focused logic.

### Temporary & Retail management

4. Planning and management of temporary communication and sales events. Innovative retail solutions to strengthen brand presence and drive revenue.

### Sales management

5. Management, development and coordination of sales networks in the retail and franchising sectors. Temporary management for companies undergoing development or restructuring.

### Coaching & training

6. Tailored programmes for sales teams, retail staff, and franchisees, delivered both online and offline. Tools and resources to enhance the professionalism of commercial networks.



## 03 - EXPERTISE THAT MAKES THE DIFFERENCE

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Projects are not the simple closing of a contract. Our **commitment** and **results** are the most concrete guarantee: we create value together with our customers.

### Real experience

Over 30 years of combined experience in retail and distribution. We have been on the other side of the table, as commercials, retailers and managers.

**We bring extensive hands-on experience gained directly in the field.**

### Smart, tailored approach

Every project is read and tackled according to its specific characteristics. Execution speed and economic sustainability are integral parts of our method.

**No off-the-shelf models: every project is tailored.**

### Qualified network

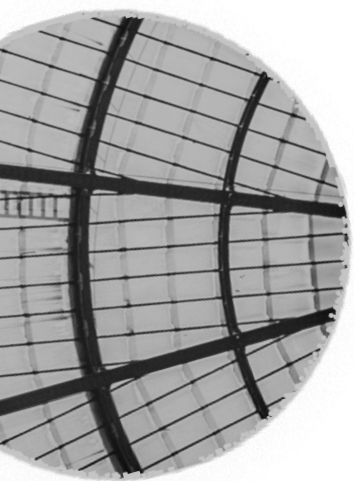
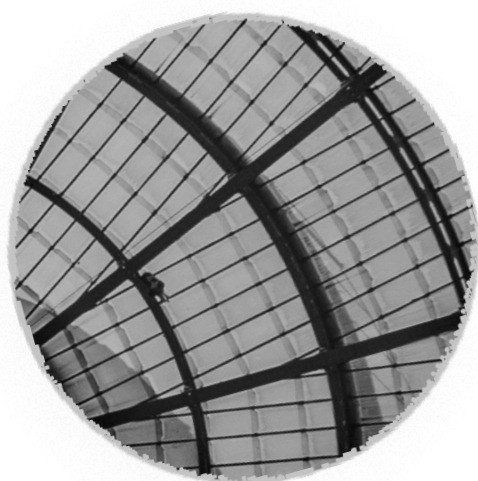
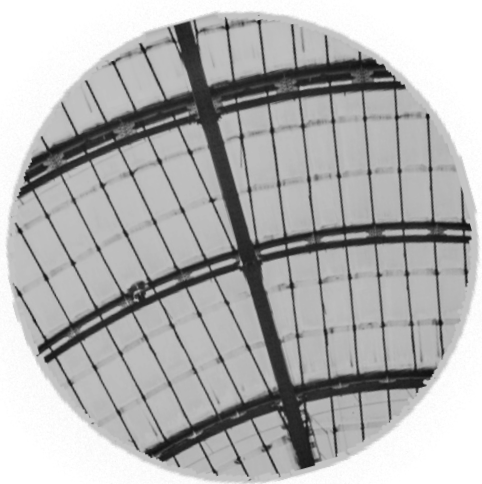
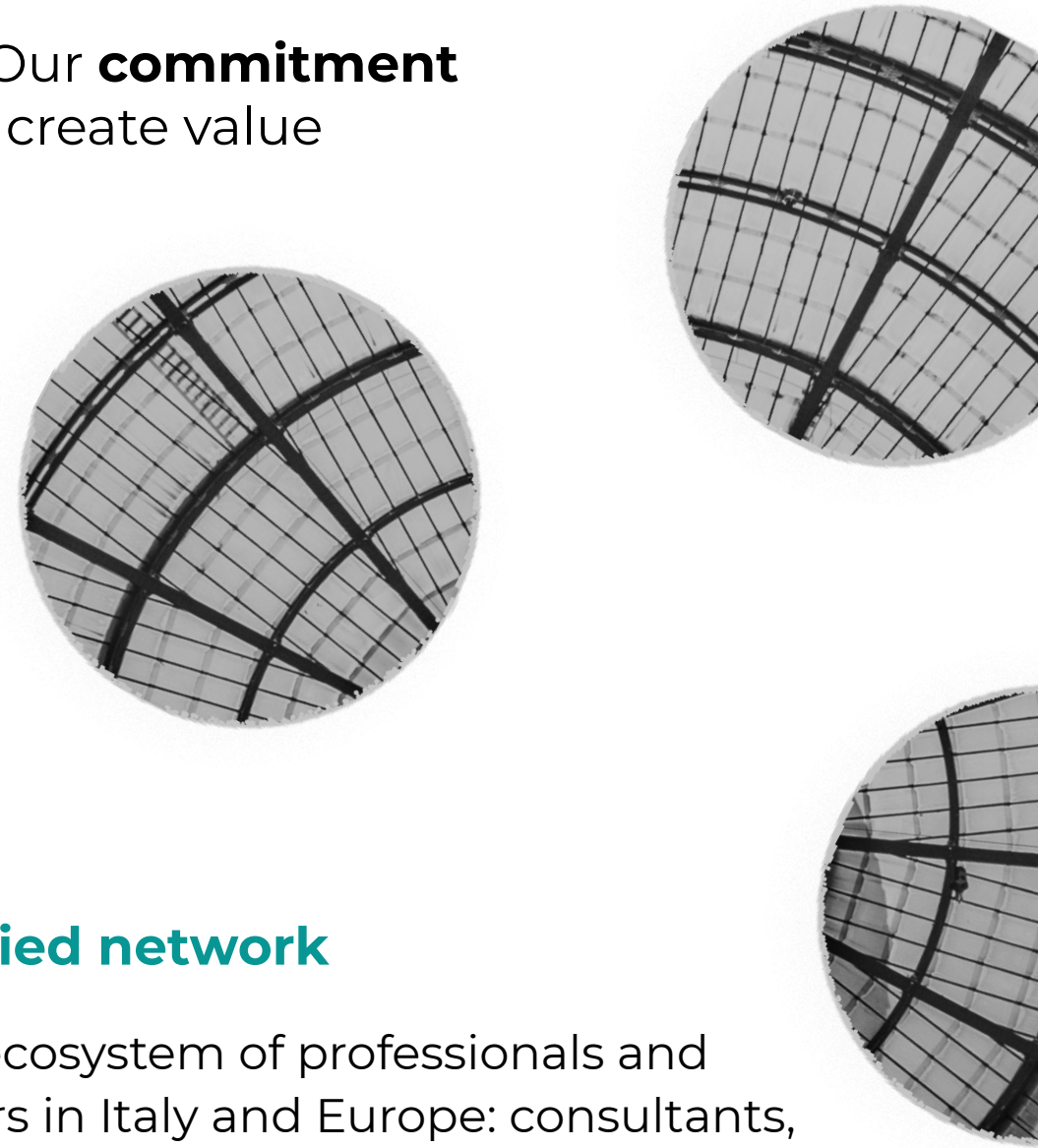
A real ecosystem of professionals and partners in Italy and Europe: consultants, real estate specialists, legal & finance experts, agents and distributors.

**No theory but operational connections.**

### International perspective

Access to many foreign markets, through FPI – Franchise Pool International: 20 partners, 48 countries.

**Direct presence in Italy, Europe, Southeast Asia and South Africa.**





## 04 - WHERE BRANDS GROW

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We operate with deep, first hand knowledge of European markets, supporting both the international expansion of Italian brands and the market entry of global companies into Italy, which goes beyond simple theoretical advice.

The **Food Brand Basket project**, in partnership with **SCP Food Consultant**, was born with the aim of making Italian food formats replicable, profitable, and internationally recognizable — adaptable to diverse markets and audiences. Brands already present in the basket:

**Ca'Pelletti, RivaReno Gelato, GianGusto.**

Since 2015 we have been the Italian representative of **FPI – Franchise Pool International: a network of 20 local professionals active in 48 countries**, from Europe to North America, from the Middle East to Southeast Asia and Africa. A concrete presence, wherever your business wants to go.

**Focus sectors: Fashion & Accessories | Textiles | Beauty | F&B Retail | Fitness & Wellness | Services**

## 05 - A PROVEN TRACK RECORD

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3io was founded in 2011 in Milan as a spin-off of Sidecar, one of the main distribution agencies (Refrigiwear, Camper, Miss Sixty, s.Oliver, Nordkapp, Paul Smith) in Italy. After years of experience as a sales representative, retailer, and senior manager, Andrea Maria Meschia founded 3io together with Elvira Casapollo and Karen Stange.

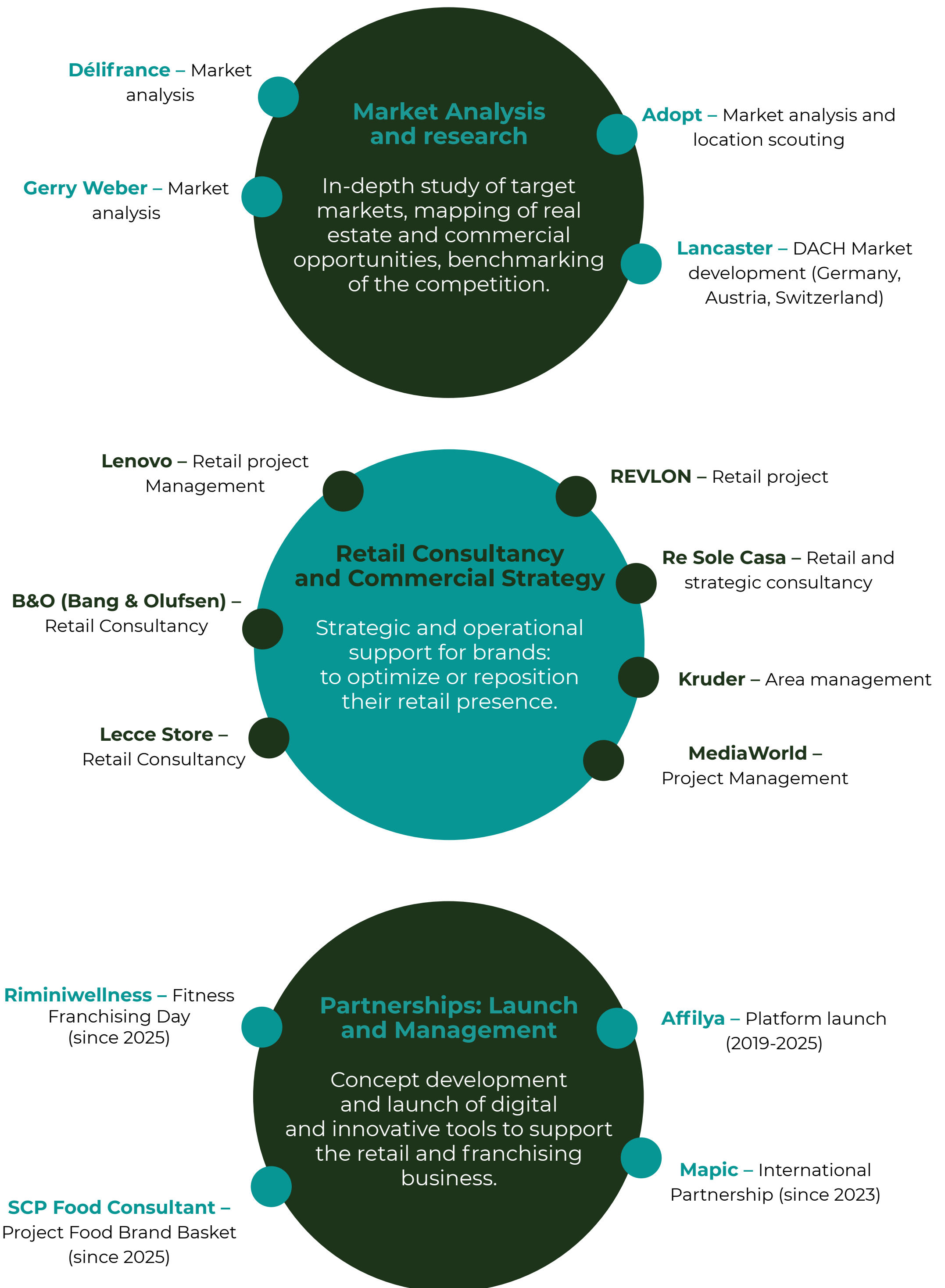
Andrea Meschia has over thirty years of experience gained at the top of retail, franchising and distribution, with a track record ranging from direct store management to the launch of international brands in Italy and Europe. Together with our professionals, we provide our clients with cross-functional expertise and operational excellence that consistently translate into measurable results.

## From strategy to shops





## 05 - A PROVEN TRACK RECORD



The strength of 3io extends beyond our internal team. Over the years we have built an ecosystem of specialized partners — from real estate consultants to legal, financial, marketing, and Emerging market advisors — ensures that each project benefits from the right expertise.



### **FPI – Franchise Pool International**

We have been the Italian Partner of FPI since 2015. Europe's leading network of professionals specialized in international franchise business: 20 partners, 48 countries, 5 continents.



### **Assomoda**

National Federation of Agents and Distributors in fashion, footwear, leather goods, accessories and sporting goods.



### **Confimprese**

The Association of Network Commerce Companies that brings together leading Retail operators to protect their interests and promote their development.

### **Specialist partners**

Real estate consultants, legal & finance specialists, marketing & communication agencies, advisors for emerging markets **(Peaks Consulting, Top Image).**

### **SCP Food Consultant**

Business management consultants specialising in retail and food retail: they develop the best concept and devise the right format, working with the client to draw up action plans for maximum success.



## 07 - MEET THE TEAM

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Founded in Milan in 2011, over more than a decade we have grown from an entrepreneurial vision into a structured team of professionals with direct backgrounds in retail, sales and management. Today we support our clients with more than advice — we bring operational expertise built project by project, directly in the field.

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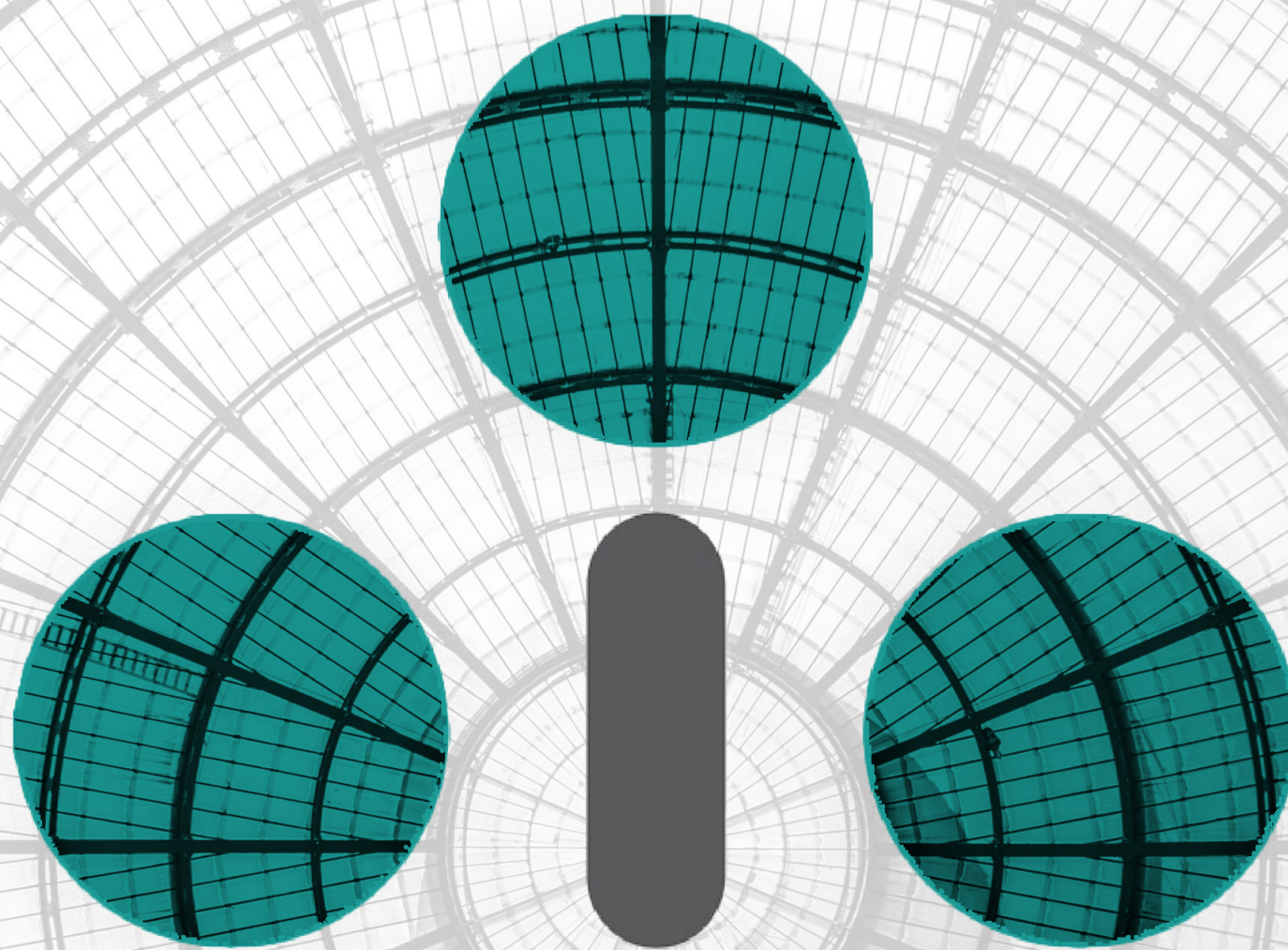
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**Andrea Maria  
Meschia**

CEO 3io

“International expansion is not the same as exporting. Success in international markets is the result of a strategy that combines a broad vision with specific, detailed knowledge of each market. Think global, act local.”



**3io**

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