



BECOME A SOCIAL ENTREPRENEUR!

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ASSIXTO® is a patented brand name owned by Assixto srl seated in Udine, Italy

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The ASSIXTO franchise, which was founded in November 2008, is an innovative network of social and personal services which does not sell services in the narrow sense of the word, but rather emotions.



ASSIXTO offers home care services for the elderly, for people with disabilities, for children, for chronically ill people, etc., and supports families in their darkest times.

ASSIXTO was founded in 2008. One year after its foundation it was already a very successful company and was soon able to start its franchise business aiming to reach all Italian cities. •

ASSIXTO provides franchisees with theoretical training on franchise management and know-how, and it also guarantees a dedicated assistance. The capital investment required is one of the smallest on the market!

Franchisees do not need to have experience in the social care sector as full training is provided by the franchisor. Only determination and a strong will are really essential to be successful. •



Assixto: about us

The main goal of ASSIXTO Franchise is to provide a professional and effective assistance to families, to ill people, to the elderly, to people with disabilities and to anyone who is going through a difficult time.

Whenever they are in need, Assixto clients will always receive the best service possible: We will help them handle sudden emergency situations and solve big and small routine problems effectively.

Moreover ASSIXTO Franchise can take care of frequent and nagging bureaucratic hurdles in a very accurate way, saving clients' time and making their lives easier. Assixto offers also day and night home care assistance, nursing care and physiotherapy services at home.

Mr. Daniele Milocco is the President of Assixto Franchise and is in charge of the Sales Operations Division. Instead Mr. Marco Pascoli is the C.E.O. of the company and is in charge of the Technical Operations Division and of the franchise network.



Company's history

In 2009 various training projects were developed, among which there was the innovative Basic Course for Home Care Operators designed to train individuals to provide professional assistance to the elderly and to ill people.

In November 2009 ASSIXTO became an Official Partner of Udinese Calcio Football Club.

In December 2009 Mr. Marco Pascoli won the Confindustria National Young Entrepreneur Award and received the Medal for Merit from the Chamber of Commerce of Udine for developing the ASSIXTO entrepreneurial idea

In April 2010 was inaugurated in Palmanova (UD), the first franchise with ASSIXTO brand.



What is the Assixto Franchise?

The ASSIXTO franchise, which was founded in November 2008, is an innovative network of social and personal services which does not sell services in the narrow sense of the word, but rather emotions..

The business idea belongs to the company founders, Mr. Marco Pascoli and Mr. Daniele Milocco, and comes from their direct, personal experience in the health and social care.



The ideal profile of an Assixto Franchisee

Franchisees do not need to have experience in the social care sector as full training is provided by the franchisor.

To be successful the ideal franchisee must:

- have passion for social care;
- have a strong entrepreneurial spirit;
- have good personnel management skills;
- have a high inclination towards helping relationships;
- have networking skills and team spirit;
- master the art of dealing with people;
- be able to solve problems fast;
- be able to build empathic, enjoyable relationships.

Potential target market

The potential target market is represented by families in general, by the elderly and by ill people who need any kind of personal care.

Our typical target clients can be both private citizens and institutions.

Despite the severe international crisis we are experiencing, updated aging statistics definitely reveal a very promising future for the social care sector.

Being a modern and innovative company, ASSIXTO offers its services also to those individuals who are not old, but still need to receive special personal care. For instance we may give assistance to a young man who has just undergone surgery or who simply does not have the time to deal with medical bureaucracy.

Transfer of know-how

- identifying the right area for a new Assixto Center, studying the characteristics of the location and researching possible competitors;
- preparing a detailed business plan to be submitted to credit institutions (whenever requested); searching for personalized loan products;
- providing advice on bureaucratic procedures;
- providing advice on how to choose the most suitable office location;
- providing technical support and the technical material/equipment needed;
- providing company contracts and forms;
- holding basic courses for care operators at the franchisor's seat;
- holding initial training courses (theory and practice) at the franchisor's seat;
- providing the procedures manual written by the parent company;
- providing books and manuals;
- providing technical sheets;
- holding annual team-building meetings with the various franchisees;
- providing standards on training and refresher courses to qualify local care operators;
- providing advice on public relations and conventions;
- providing a preliminary design of the ASSIXTO Center;
- providing sticker decorations for the shop windows;
- searching for new innovative care services and tools;
- adopting telemedicine and telecare together with the relevant devices (optional);
- collaborating with other companies, drawing up conventions with associations and other insurance companies;
- launching a local marketing campaign at inauguration through an editorial article (one quarter page);
- providing specific marketing communication materials;
- providing one first set of promotional material (flyers, posters, visiting cards, etc.);
- providing one publicity totem pole to use at conferences, fairs, etc.
- providing one plaque on outside front wall;
- guaranteeing visibility through www.assixto.it by creating a dedicated web page for the local point of sale;
- providing a personal email address;
- providing ongoing support via email and phone.





Always at your side, even in business.

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