



From employee to franchisee: a successful career change in the chocolate factory

Four months before the start of **Franchise Expo Paris, which returns from March 14 to 16, 2026**, the show is highlighting successful franchisees and franchisors, in order to illustrate how franchising is a real driver of success both in her business and personal life. This month, we focus on a civil servant who made a complete career change to open a store for their favorite brand.

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Honesty is very reassuring for a future entrepreneur because we are not alone. The feeling of being surrounded and having Answers to our questions are invaluable.

Eliane, Jeff de Bruges franchisee in Mont-de-Marsan.

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Eliane worked in higher education at the University of Paris-Saclay, where she was in charge of Parcoursup and student fairs to promote the institution to prospective high school graduates. When her spouse is having been transferred to the Landes region, she followed him and began to think about her career plans.

A loyal Jeff de Bruges customer in Paris, Eliane quickly realizes that there are no stores of the brand there in her new department. That was the turning point: what if she took the plunge into entrepreneurship by opening her own store ?

Her project began to take shape in 2020 when she started the two-month Jeff de Bruges training program. A program that teaches her everything from A to Z: learning about chocolate and recipes, but also accounting and marketing.

What appealed to her about Jeff de Bruges: **«In addition to the product, which is very good, there is a genuine welcome for the customer, and «That's what makes the difference,»** she explains.

Building on this initial success in Mont-de-Marsan, Eliane is now taking another step forward: discussions are underway with headquarters to open a second store. A location has already been identified.

«We remain on the lookout for opportunities.»

Her secret? Close-knit teams and unwavering commitment. **«My success is largely thanks to my teams. We all get along very well and help each other. For me, it's essential to get involved to the dough.»** In her shop in Mont-de-Marsan, there are now 4 of them. In 5 years, she has doubled the projected revenue of staff expected at opening.

Her commitment goes beyond the shop. Two years ago, she received the Silver Ribbon at the show. Franchise Expo Paris, an award that recognizes his commitment, his career path and his involvement in Franchise development department. The year Lastly, she was a judge for that same competition: **«A a true consecration because I invest a lot of myself in help others».**





Les Rubans de la franchise is a competition event organized since 1987 which distinguishes franchisees, franchisors and partners who have been particularly involved in the development, the promotion and enhancement of franchising in France and internationally.

But she doesn't just invest in the franchise model: on her own scale, she invests in helping the local partners and repurposing surpluses. Donations of honeycomb cells and ribbons to schools, solidarity initiatives... Eliane perfectly embodies the values of sharing and transmission of Jeff de Bruges. The franchise entrepreneurship model enabled Eliane to successfully make her career change, supported by a well-known brand. **«You learn alongside other franchisees, you can ask them for advice. It's very enriching.»**

DID YOU KNOW?

Like Eliane, many employees are considering a career change: according to an OpinionWay survey for According to the French Franchise Federation, **64% of employees surveyed have already made or are considering making a career change, and 31% of them with the goal of becoming their own boss!**

Not to mention that more and more people over 50 are considering this path: **a fifth of them are considering a career change to start their own business in the coming years (20%), a rate which has almost doubled in one year (11% in 2024).**

Finally, taking over a franchise appears to be the most attractive solution for them: **while a majority employees overwhelmingly favor self-employment (40%), one in five employees is considering franchising to realize his entrepreneurial project with a marked preference for business takeover (13%) rather than for creation ex nihilo (7%).**

Discover Jeff de Bruges and nearly 500 other brands at Franchise Expo Paris 2026. From March 14th to 16th, 2026 at Paris Expo Porte de Versailles. An opportunity to listen to many Testimonials from entrepreneurs who dared!



A trade fair of the French Franchise Federation



About the French Franchise Federation

A major player in the dynamism of the French economy, the French Franchise Federation is the federation professional of franchisors and their franchisees since 1971. It represents the model of the franchise, a entrepreneurial model based on the transfer of know-how and value sharing. Its role is to promote, defend and perpetuate the franchise model, but also to federate its ecosystem and create the tools and the environment conducive to development and the performance of franchise networks. The Federation Française de la Franchise created the Salon in 1981 Franchise Expo Paris, which has since become a meeting place major international annual franchise. In 2024, the franchise represents in France 2,089 networks, 90,588 franchised points of sale, for 88.64 billion euros turnover. In 2009, the FFF created the Academy of franchise, the leading training organization for the professions of the franchise, whose offer is dedicated to future franchisees, but also to future and current franchisors.

Find out more: www.franchise-fff.com

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About tousentrepreneurs.com

This media dedicated to entrepreneurship and franchising was designed to allow entrepreneurs and for candidates for business creation to find all the useful information for construction and development of their project throughout the year. They will find testimonials, practical advice, expert advice and all the useful information on starting a business. This media platform, backed by at the Franchise Expo Paris trade fair, also gives a large place to franchise entrepreneurship and its advantages.

Find out more: www.tousentrepreneurs.com

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