



From employees to multi-franchisees: the story of a couple of converted entrepreneurs

With seven months to go until the launch of Franchise Expo Paris, which returns from March 14 to 16, 2026, the show is highlighting successful franchisees and franchisors to illustrate how franchising is a real lever for success, both business and personal. This month, we focus on a couple of employees who have transitioned into the culinary world.



“It’s a wonderful adventure working as a couple. We each have our own area of expertise, and we’ve built a partnership that complements each other!”

The story of a couple who found their way through franchising.

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Both employees in the food industry, Sandrine and David Le Marec wanted to change their lives and discover a more stimulating sector of activity.

They were looking to start a business but didn't yet know in which sector. They went to the Franchise Expo Paris trade show and met several brands, including SoCoo'c. They fell in love with the brand. «*The director's speech at the stand only reinforced our choice.*» The concept appealed to them because of its proximity to customers and the transparency of the exchanges. The support offered by the network was also decisive.

They followed a comprehensive training program that took place in three stages to master the kitchen design profession from A to Z: it began at the Annecy training center, continued with an immersion in the network's stores, and ended with post-opening coaching.

Before launching into the field, they choose the location to open their first store. According to the brand's market research, Basse-Goulaine was a very good choice. David and Sandrine then opened their first SoCoo'c, from 2019.

Building on this first success, the couple took a step new step by opening its second point of sale, in Clisson, in 2023. The two stores are complementary and allow you to settle in a poorly covered commercial area.

“Before taking the plunge a few years ago, we didn't imagine selling kitchens at all. The supervision by the brand is valuable, we take advantage of it also of a whole network of franchisees with whom we can exchange and from whom one can seek advice. We learn alongside them, we help each other and it's very enriching,” the couple testifies.

The franchise entrepreneurship model has enabled Sandrine and David to succeed in their professional change 180°. Framed by a recognized brand on the market from the kitchen, they benefited from support complete: search for premises and upstream financing, then operational training and commercial monitoring at Daily.

Discover SoCoo'c and nearly 500 other brands at Franchise Expo Paris 2026, from March 14 to 16, 2026 at Paris Expo Porte de Versailles. It's an opportunity to hear numerous testimonials from entrepreneurs who have dared to take the plunge!



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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