

A coffee career change

27 January 2011

After 14 years of sitting behind a desk and working as the head of risk at the risk and trade management organisation Coface, Marcus Allchin made an unexpected career change when he introduced coffee franchise Cafe2U, to the Homebush Bay Area.

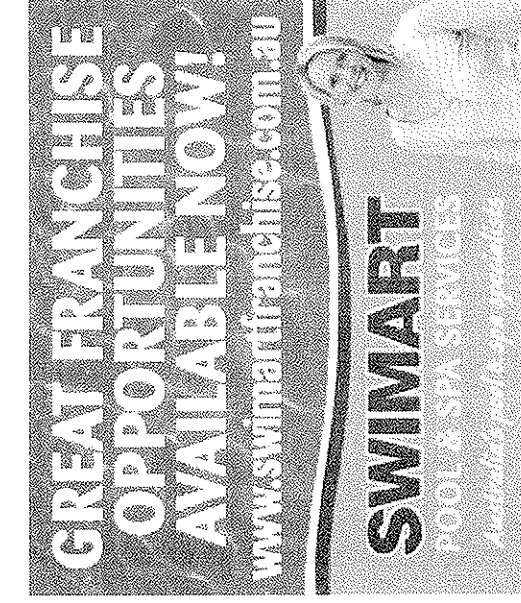
"It has given me that personal space and freedom I craved," Allchin said. "My wife and I recently became parents of two beautiful children and I would like to be there for the majority of their up-bringing. By being confined to a desk for more than ten hours a day, including the hours I used to spend travelling to and from work, I missed many precious hours that I could be spending with my young ones."

After researching online and looking at factors like franchise costs, he had a feeling that Cafe2U was the right investment decision to make.

"The best thing is that it gives me the freedom to choose my own destiny and work the hours that suit me. The ability to be able to start work early and finish earlier frees up the majority of the afternoon."

Allchin's franchise covers the Homebush Bay business district area, servicing a variety of businesses from small to multi-national companies.

"The response has been wonderful. I have only been in operation for a couple of weeks and I seem to be servicing more businesses by the week. We obviously offer an established product and customers have responded by providing positive word of mouth to their friends and family."



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