

Thriving on NIGHTLIFE

ERYD's mission is to redefine nightlife entertainment. There are few activities that aren't centered around a bar atmosphere that allow people to get outside and explore the town. However, ERYD found a way to create a fun group experience with its fleet of rentable scooters. It's now a recognizable hit in



ERYD



Houston with its neon logo and cosmic space theme. Now, the company is looking to expand across Texas.

ERYD's franchise model allows franchisees to act as backup support during the day, giving them space to work on business growth and administrative tasks. The business comes alive at night, so locations are staffed with a night manager who holds down the fort until closing.

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joineryd.com

Here's an example of a day in the life of an ERYD franchisee:

8 a.m. The franchisee reviews the manager's report from the day before, which includes revenue numbers, inventory and the general health and viability of the business.

3 p.m. To prepare for the night shift, the staff ensures inventory is clean and the scooters are charged. While the manager supervises the store, the franchisee reviews reports, addresses needs and works with corporate on growth aspects of the business.

6 p.m. The handoff from day shift to night shift occurs, and after checking that it has gone smoothly, the franchise owner is on standby as support.



10 a.m. Stores open Monday–Thursday at noon and at 10 a.m. Friday–Sunday. At opening, franchise owners check in with their store manager and ensure everyone is scheduled for the first shift, which is from opening until 6 p.m.

4 p.m. Using the previous day's report, the franchisee contacts the corporate office to order parts for the scooters, if needed.

8 p.m. The franchisee checks in with the night manager before signing off for the day. When the store closes at 2 a.m., the manager writes a daily report, which the franchise owner reviews in the morning.