

EMK FITNESS

1 club operated · VILLEBAROU · company founded 2026-09-01

1

club

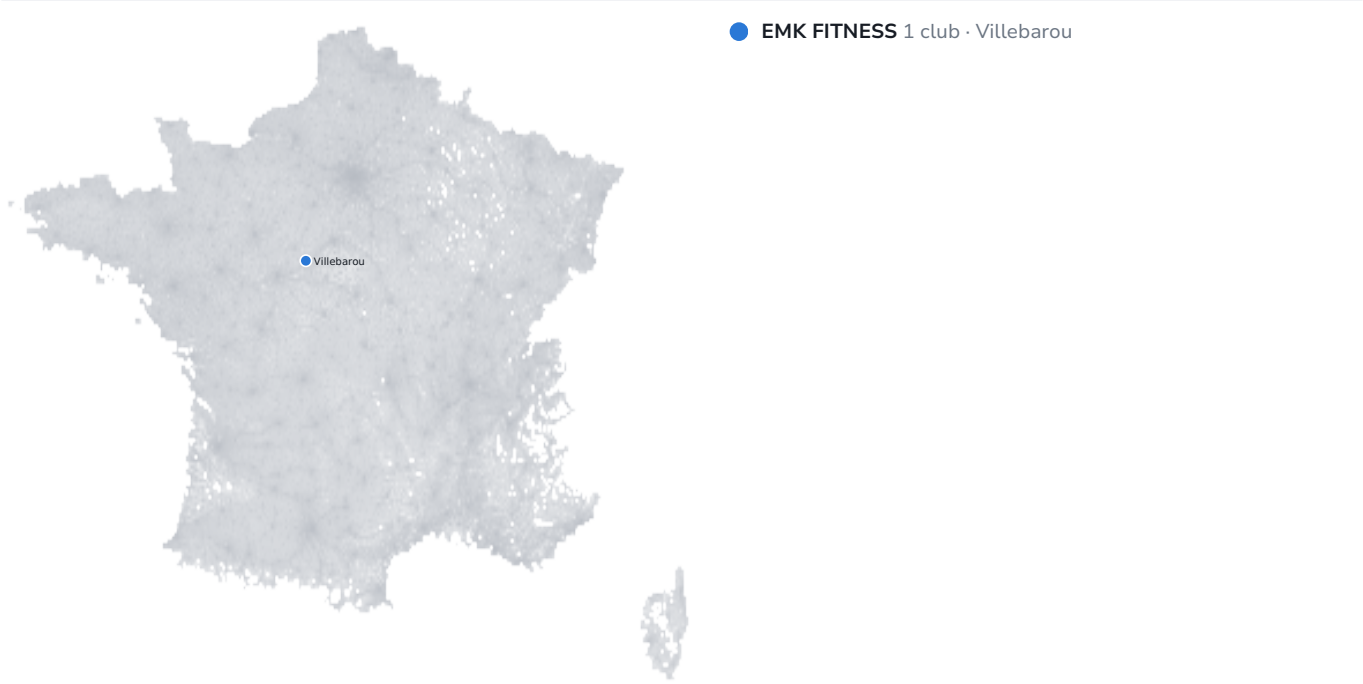
Villebarou

opened 2026–2026

accounts

No keyed accounts in INPI's feed for this company.

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION		CAPTURE	
			GYMS WITHIN, OPENING → TODAY		PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
EMK FITNESS	Villebarou 41000	2026	2 → 2	3 → 3	677 → 677	4,337 → 4,337

Competition: genuine gym floors within the ring, by registry opening date. Capture: residents and workers the gravity model assigns to this floor against every competitor within 3 km, demand at its 2021 vintage.

LEGAL IDENTITY — INSEE Sirene

Legal name	EMK FITNESS
SIREN	109272971
Founded	2026-09-01
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	Kévin Patrick EMERY (Gérant)

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	not tracked — officers are a snapshot at each data refresh, not a filing history; France also closed the beneficial-ownership registry to public access in July 2024

RISK FLAGS — from the accounts

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 1 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

EMK FITNESS Villebarou

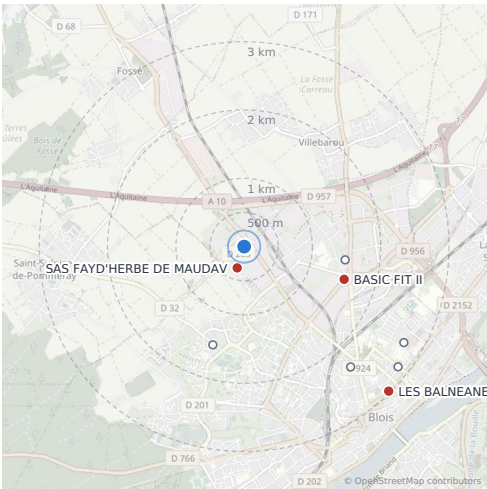
3 RUE JULES BERTHONNEAU 41000 VILLEBAROU · opened 2026-09-01 · SIRET 10927297100010

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	45.8	45.8	0.0
Gyms within 1 km	2	2	0
Gyms within 2 km	3	3	0
Competition weight, 2 km	1.72	1.72	0%
Capture, 2 km	4,337	4,337	0%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2026-09-01 against today's; demand at its 2021 vintage at both dates. Red is a move against the club of five score points, two gym floors or a quarter of the measure; green the reverse.

WITHIN 3 KM TODAY



3 gym floors, 5 other sports sites. Rings at 500 m, 1, 2 and 3 km.

SCORE TODAY — seven parameters, five measured at 500 m and 2 km

PARAMETER	WHERE	MEASURED	SCORE	HOW IT WAS ARRIVED AT
Catchment weight 20%	39 500 m	1,050 people	37	2 aged 18-64 + 1,048 workers = 1,050 over 0.79 km2 = 1,336/km2
	2 km	14,865 people	41	5,108 aged 18-64 + 9,756 workers = 14,865 over 12.57 km2 = 1,183/km2
Competition weight 15%	66 500 m	1.00 wt	58	1 genuine gym floor and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	1.72 wt	72	2 genuine gym floors and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	40 500 m	677 people	35	1 residents + 676 workers, demand within 500 m against every competitor within 3 km
	2 km	4,337 people	44	1,925 residents + 2,412 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 3 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 3028.7 LQ
	2 km	not measured	—	catchment of 9,716 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 0.9 LQ
Fit weight 10%	— unit	not measured	—	no floor area recorded for this unit
Rental weight 10%	— unit	not measured	—	no rent or no floor area recorded
Income weight 10%	40 500 m	0.95×	49	21,170 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.90×	34	20,170 EUR against 22,380 nationally, median of 9 IRIS within 2 km

NEAREST GYMS — 3 within 3 km; ▲ opened after 2026

0.33	SAS FAYD'HERBE DE MAUDAVE AND SANSOT 2020	1.54	BASIC FIT II Basic-Fit 2016
2.99	LES BALNEANES 2025		

ACCESS — straight-line, GTFS

Rail	Blois Gare Routière — 2858 m
Bus	Vendôme — 109 m
Footfall	Blois - Chambord — 2995 m, 1,996,524 travellers/yr SNCF
Shops	5 within 150 m INSEE BPE

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