

MBTM SARL

1 club operated · LORMONT · company founded 2000-05-15

1

club

Lormont

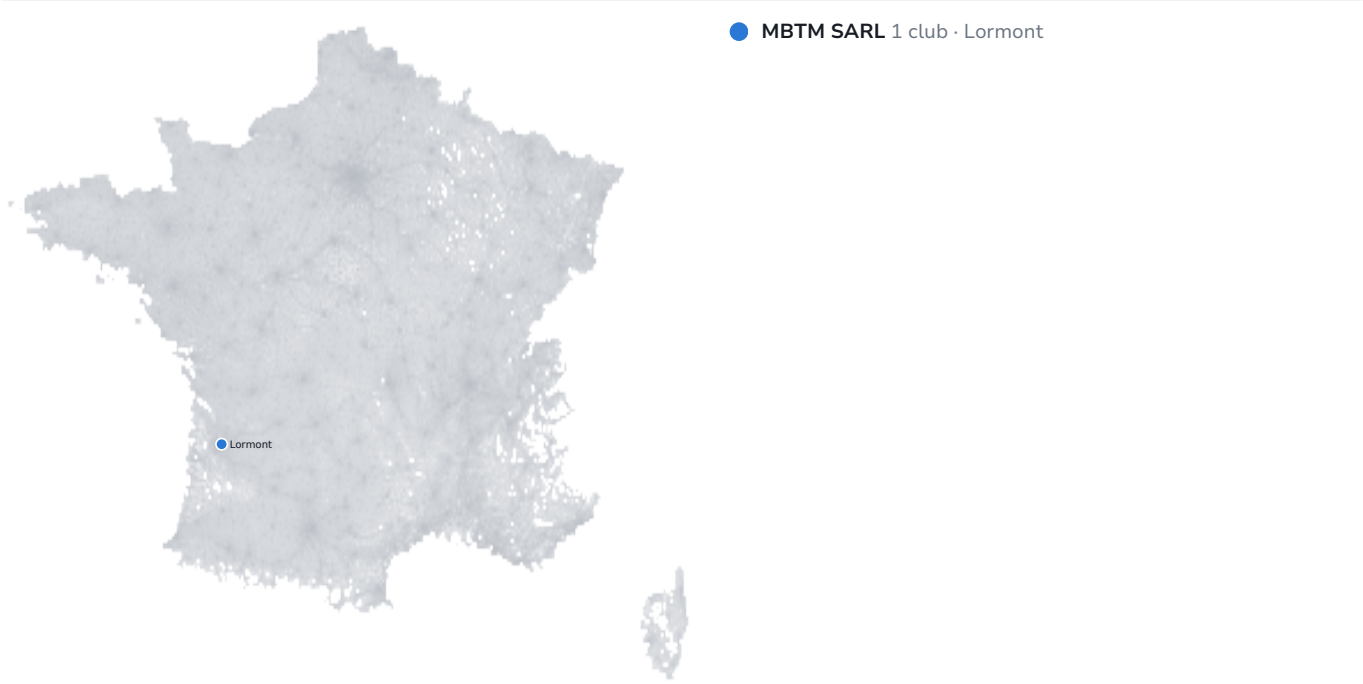
opened 2000–2000

—

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
MBTM SARL	Lormont 33310	2000	1 → 2	1 → 4	6,922 → 4,815	55,486 → 16,357

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	MBTM SARL
SIREN	431256304
Founded	2000-05-15
Activity	93.13Z NAF/APE code
Employees	03 Sirene band
Officers	FRANCK LADUCHE (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.

MBTM SARL Lormont

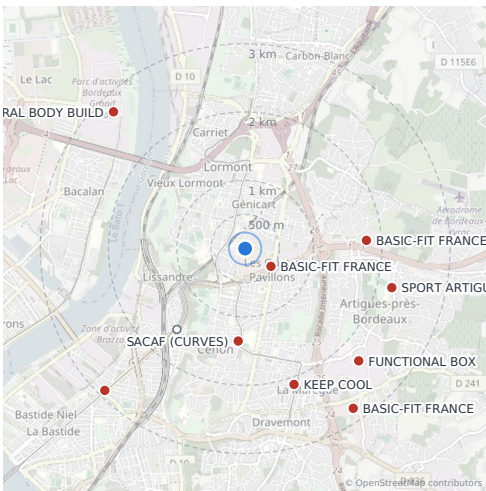
75 RUE EDOUARD HERRIOT 33310 LORMONT · opened 2000-05-15 · SIRET 43125630400012

CHANGE SINCE OPENING — 2000 → today

	AT OPENING	TODAY	CHANGE
Location score	78.1	72.4	-5.7
Gyms within 1 km	1	2	+1
Gyms within 2 km	1	4	+3
Competition weight, 2 km	0	2	new
Capture, 2 km	55,486	16,357	-71%
Saturation, 2 km vs national baseline	-100%	-34%	+66 pts

Competitor field as it stood on 2000-05-15 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



9 gym floors, 1 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%	62 500 m	4,618 people	67	3,407 aged 18-64 + 1,211 workers = 4,618 over 0.79 km2 = 5,879/km2
	2 km	39,424 people	59	24,158 aged 18-64 + 15,266 workers = 39,424 over 12.57 km2 = 3,137/km2
Competition weight 15%	74 500 m	0.40 wt	79	1 genuine gym floor and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	2.00 wt	70	3 genuine gym floors and 1 other sports site within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	97 500 m	4,815 people	93	4,093 residents + 721 workers, demand within 500 m against every competitor within 3 km
	2 km	16,357 people	100	12,356 residents + 4,001 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 5,712 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.5 LQ
	2 km	LQ 0.66	100	3 clubs / 40,220 residents = 7.46 per 100k against 11.32 nationally
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%	0 500 m	0.76×	0	16,930 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.77×	0	17,180 EUR against 22,380 nationally, median of 15 IRIS within 2 km

NEAREST GYMS — 9 within 3 km; ▲ opened after 2000

0.46 ▲ BASIC-FIT FRANCE Basic-Fit 2019	1.36 ▲ SACAF (CURVES) 2013
1.78 ▲ BASIC-FIT FRANCE (BASIC FIT FRANCE) Basic-Fit 2016	2.11 ▲ KEEP COOL Keepcool 2016
2.22 ▲ SPORT ARTIGUES 2019	2.34 ▲ FUNCTIONAL BOX 2013
2.78 ▲ WORLD NATURAL BODY BUILDING 2019	2.82 ▲ BASIC-FIT FRANCE Basic-Fit 2025
... and 1 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	Iris — 340 m
Bus	Centre Commercial (4 Pavillons) — 114 m
Footfall	Cenon — 1805 m, 1,097,085 travellers/yr SNCF
Shops	7 within 150 m INSEE BPE

au 2026-10-18) · DILA, BODACC (annonces commerciales, au 2026-10-18) · Ministère des Sports, Data ES (2026-10-17) · INSEE, Filosofi 2021 (carreaux 200 m, IRIS) et BPE 2025 · IGN, Contours IRIS 2026 · OpenStreetMap contributors (ODbL). Licence Ouverte / Etalab 2.0 sauf mention contraire.