

AMAZ 50 (AMAZONIA)

1 club operated · CHERBOURG-EN-COTENTIN · company founded 2010-12-01

1

club

Cherbourg-En-Cotentin

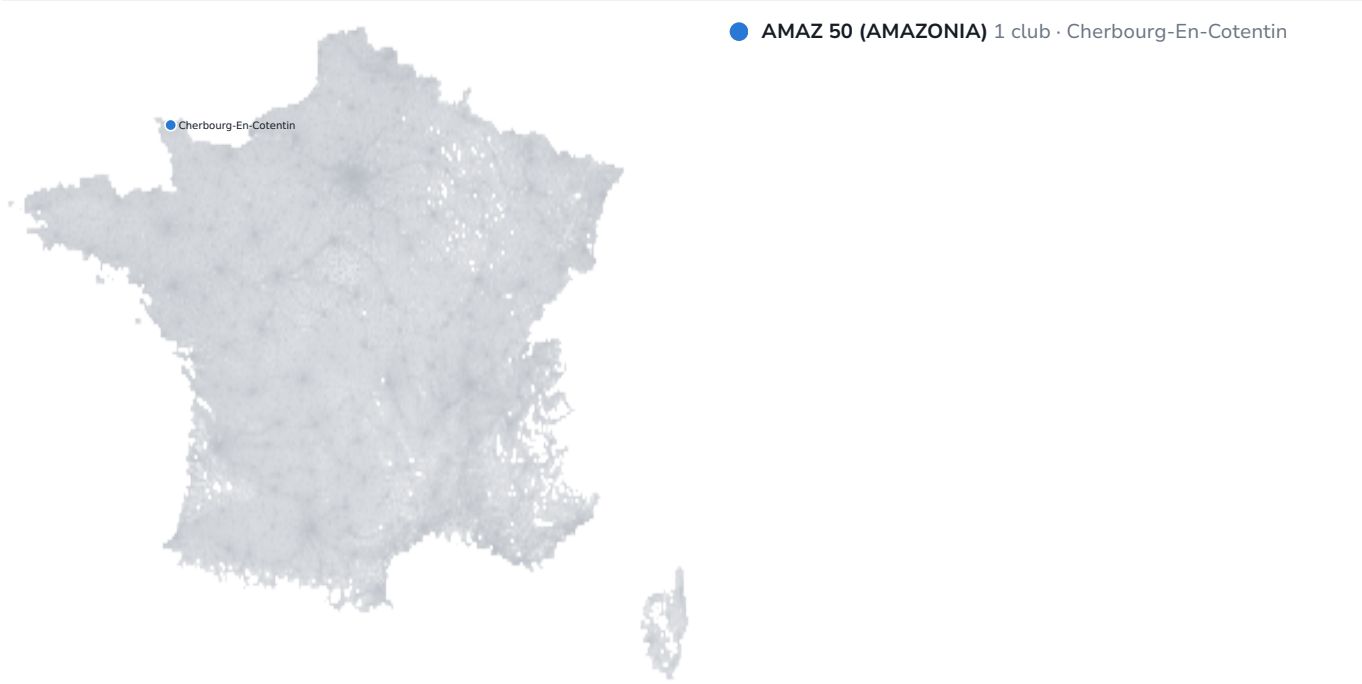
opened 2010–2010

—

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
ELANCIA	Cherbourg-En-Cotentin 50100	2010	2 → 2	3 → 5	4,044 → 3,445	15,423 → 9,710

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	AMAZ 50 (AMAZONIA)
SIREN	528931736
Founded	2010-12-01
Activity	93.13Z NAF/APE code
Employees	02 Sirene band
Officers	M2 GASOLINE (Président de SAS)

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.

ELANCIA Cherbourg-En-Cotentin

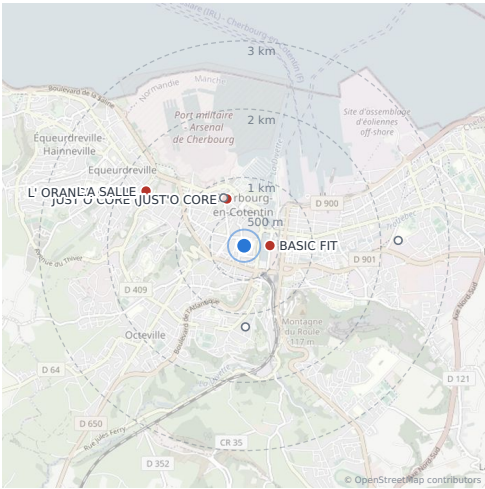
CHERBOURG-OCTEVILLE 74 RUE CHARLES BLONDEAU 50100 CHERBOURG-EN-COTENTIN · opened 2010-12-01 · SIRET 52893173600011

CHANGE SINCE OPENING — 2010 → today

	AT OPENING	TODAY	CHANGE
Location score	76.5	71.2	-5.3
Gyms within 1 km	2	3	+1
Gyms within 2 km	3	5	+2
Competition weight, 2 km	1.80	4	+122%
Capture, 2 km	15,423	9,710	-37%
Saturation, 2 km vs national baseline	-50%	+1%	+50 pts

Competitor field as it stood on 2010-12-01 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



4 gym floors, 4 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%	53	500 m	3,484 people	61 3,360 aged 18-64 + 124 workers = 3,484 over 0.79 km2 = 4,436/km2
		2 km	21,591 people	48 21,437 aged 18-64 + 154 workers = 21,591 over 12.57 km2 = 1,718/km2
Competition weight 15%	62	500 m	0.60 wt	71 1 genuine gym floor and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
		2 km	4.00 wt	56 4 genuine gym floors and 3 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	80	500 m	3,445 people	83 3,393 residents + 52 workers, demand within 500 m against every competitor within 3 km
		2 km	9,710 people	78 9,653 residents + 57 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100	500 m	not measured	— catchment of 5,717 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 1.01	100 4 clubs / 34,987 residents = 11.43 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%	61	500 m	1.04×	79 23,220 EUR against 22,380 nationally, median of 3 IRIS within 500 m
		2 km	0.94×	48 21,150 EUR against 22,380 nationally, median of 18 IRIS within 2 km

NEAREST GYMS — 4 within 3 km; ▲ opened after 2010

0.38	BASIC FIT Basic-Fit	0.73	▲ JUST'O CORE (JUST'O CORE) 2014
1.64	L'ORANGE BLEUE L'Orange Bleue 2008	1.65	▲ L.A SALLE 2023

ACCESS — straight-line, GTFS

Rail	Cherbourg — 462 m
Bus	SCHUMAN — 65 m
Footfall	Cherbourg-en-Cotentin — 462 m, 627,445 travellers/yr SNCF
Shops	69 within 150 m INSEE BPE