

AMAZ 14 (AMAZONIA)

1 club operated · MONDEVILLE · company founded 2011-08-01

1

club

Mondeville

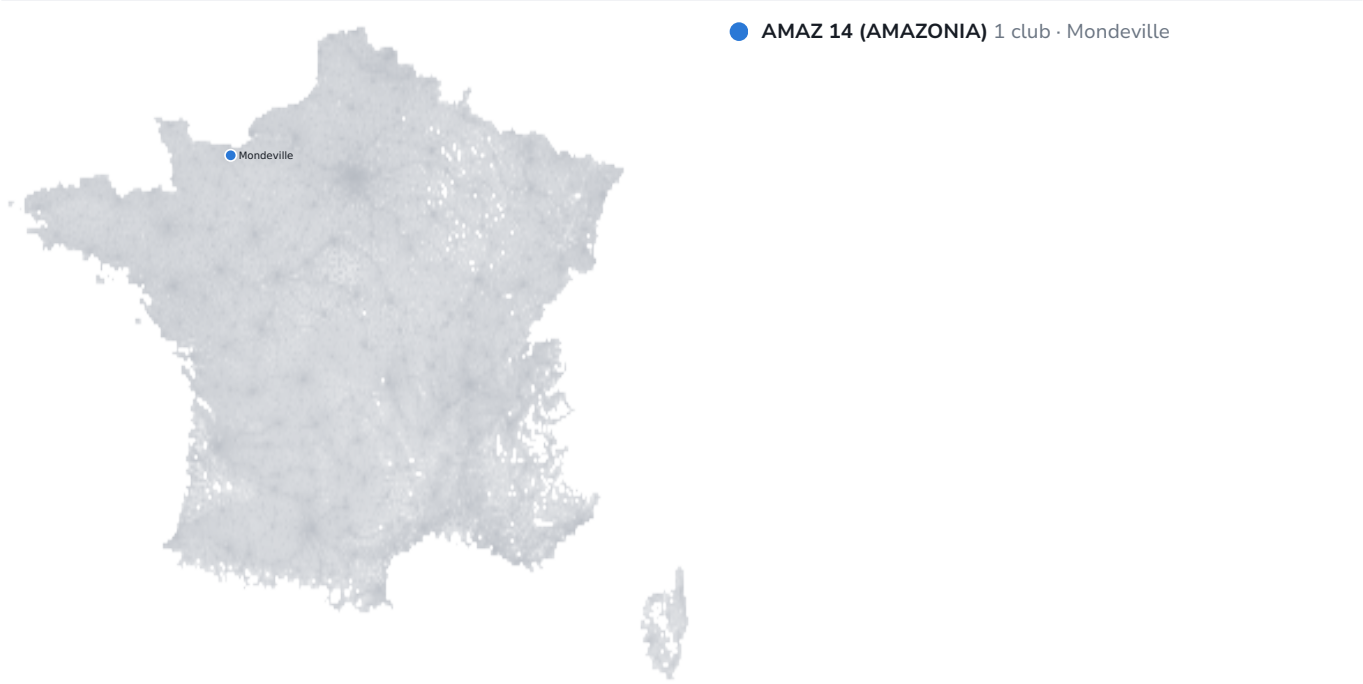
opened 2011–2011

—

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	Mondeville 14120	2011	1 → 1	1 → 2	53 → 30	26,596 → 4,528

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 14 (AMAZONIA)
SIREN	534208483
Founded	2011-08-01
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 Mondeville

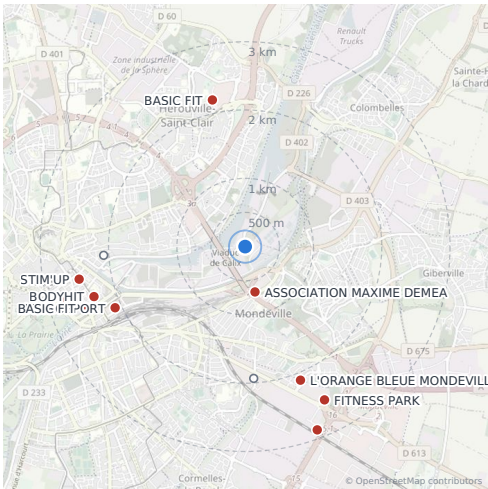
NATIONALE 13 ROUTE DE PARIS 14120 MONDEVILLE · opened 2011-08-01 · SIRET 53420848300014

CHANGE SINCE OPENING — 2011 → today

	AT OPENING	TODAY	CHANGE
Location score	67.4	56.6	-10.8
Gyms within 1 km	1	2	+1
Gyms within 2 km	1	2	+1
Competition weight, 2 km	0	1.32	new
Capture, 2 km	26,596	4,528	-83%
Saturation, 2 km vs national baseline	-100%	-65%	+35 pts

Competitor field as it stood on 2011-08-01 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



10 gym floors, 2 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%	32	500 m	41 people	0 26 aged 18-64 + 14 workers = 41 over 0.79 km2 = 52/km2
		2 km	28,542 people	53 15,728 aged 18-64 + 12,814 workers = 28,542 over 12.57 km2 = 2,271/km2
Competition weight 15%	86	500 m	0.00 wt	100 0 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
		2 km	1.32 wt	77 1 genuine gym floor and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	27	500 m	30 people	0 24 residents + 6 workers, demand within 500 m against every competitor within 3 km
		2 km	4,528 people	46 3,315 residents + 1,213 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100	500 m	not measured	— catchment of 40 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 227.2 LQ
		2 km	LQ 0.35	100 1 club / 26,264 residents = 3.81 per 100k against 11.01 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%	55	500 m	0.97×	57 21,760 EUR against 22,380 nationally, median of 1 IRIS within 500 m
		2 km	0.96×	54 21,500 EUR against 22,380 nationally, median of 16 IRIS within 2 km

NEAREST GYMS — 10 within 3 km; ▲ opened after 2011

0.68 ▲ ASSOCIATION MAXIME DEMAUTIS FIGHT CLUB 2019	2.1 ▲ ACCROSPORT ACCROSPORT 2014
2.12 ▲ L'ORANGE BLEUE MONDEVILLE L'Orange Bleue 2012	2.2 ▲ BASIC FIT Basic-Fit 2018
2.33 ▲ BODYHIT Bodyhit 2022	2.48 ▲ STIM'UP 2022
2.51 BASIC FIT Basic-Fit	2.53 ▲ FITNESS PARK Fitness Park 2026

... and 2 more within 3 km.

ACCESS — straight-line, GTFS

Tram	Presqu'île — 1840 m
Bus	Route de Cabourg — 675 m
Footfall	Caen — 2044 m, 4,255,508 travellers/yr SNCF
Shops	3 within 150 m INSEE BPE