

HUROSA FORME (HUROSA FORME)

1 club operated · CHALLANS · company founded 2011-12-01

1

club

Challans

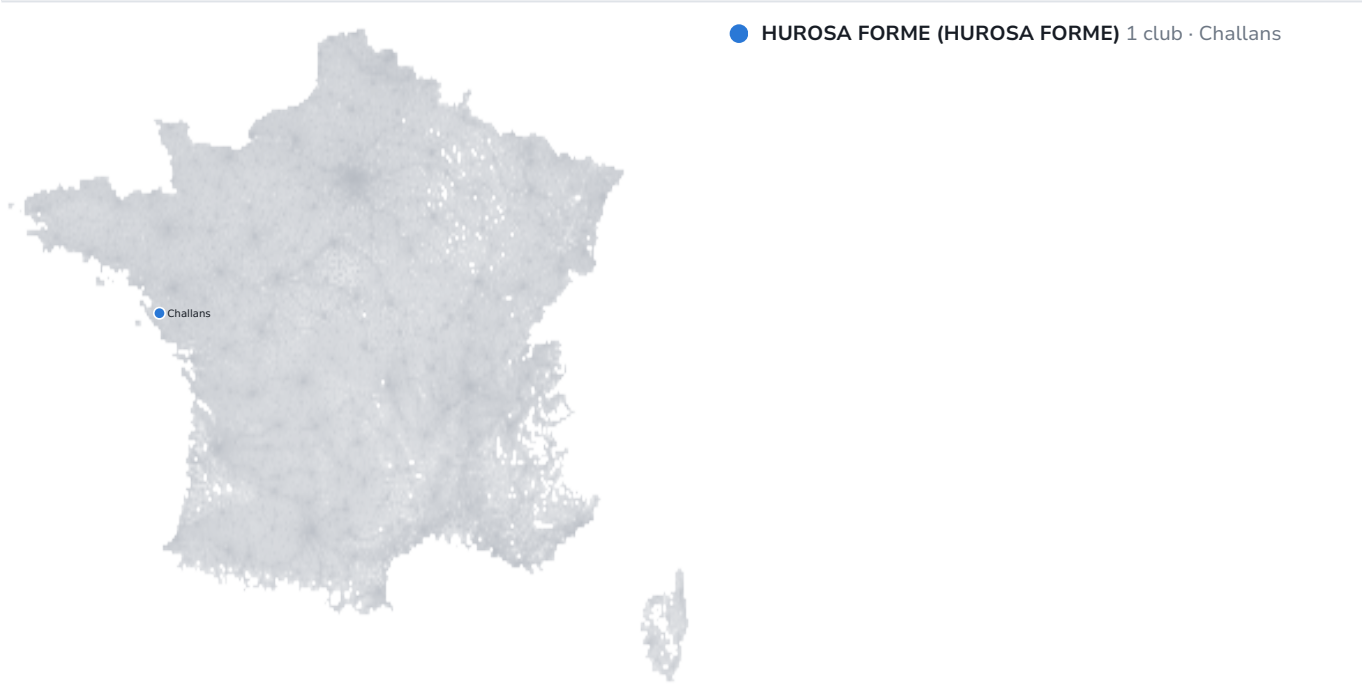
opened 2011–2011

—

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
ORANGE BLEUE	Challans 85300	2011	0 → 3	1 → 4	1,130 → 326	8,538 → 2,731

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		FILING & CAPITAL — INPI RNE	
Legal name	HUROSA FORME (HUROSA FORME)	Registered capital	<i>not stated in any filing</i>
SIREN	537772543	Years filed	0 of the last 0 on record
Founded	2011-12-01	Debt falling due	<i>not filed</i> — the maturity table is a complete-regime page
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	02 Sirene band	Ownership changes	<i>not tracked</i> — 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
Officers	NATHALIE CHRISTIANE MARIE-JOSEPH THOUARY (Gérant)		

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.

ORANGE BLEUE Challans

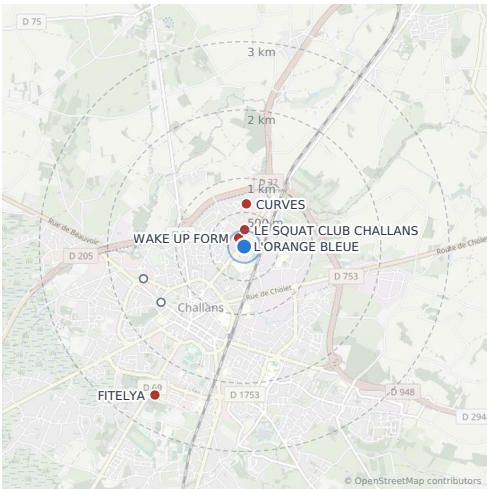
9 ALLEE DE LA JARIETTE 85300 CHALLANS · opened 2011-12-01 · SIRET 53777254300014

CHANGE SINCE OPENING — 2011 → today

	AT OPENING	TODAY	CHANGE
Location score	65.7	26.5	-39.2
Gyms within 1 km	1	4	+3
Gyms within 2 km	1	4	+3
Competition weight, 2 km	1.20	4.70	+292%
Capture, 2 km	8,538	2,731	-68%
Saturation, 2 km vs national baseline	-17%	+231%	+248 pts

Competitor field as it stood on 2011-12-01 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



5 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%	38 500 m	1,178 people	39	391 aged 18-64 + 786 workers = 1,178 over 0.79 km2 = 1,500/km2
	2 km	12,335 people	37	5,298 aged 18-64 + 7,037 workers = 12,335 over 12.57 km2 = 982/km2
Competition weight 15%	37 500 m	3.00 wt	15	3 genuine gym floors and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	4.70 wt	52	4 genuine gym floors and 2 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	19 500 m	326 people	13	174 residents + 152 workers, demand within 500 m against every competitor within 3 km
	2 km	2,731 people	24	1,626 residents + 1,104 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0 500 m	not measured	—	catchment of 753 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 11.7 LQ
	2 km	LQ 3.31	0	4 clubs / 10,698 residents = 37.39 per 100k against 11.31 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%	42 500 m	0.93×	42	20,720 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.93×	42	20,720 EUR against 22,380 nationally, median of 1 IRIS within 2 km

NEAREST GYMS — 5 within 3 km; ▲ opened after 2011

0.0 ▲ L'ORANGE BLEUE L'Orange Bleue 2026	0.15 ▲ WAKE UP FORM Wake Up Form 2023
0.25 ▲ LE SQUAT CLUB CHALLANS 2026	0.63 CURVES 2008
2.54 ▲ FITELYA 2020	

ACCESS — straight-line, GTFS

Rail	Challans — 1302 m
Bus	Les Trois Monts — 217 m
Footfall	Challans — 1302 m, 241,956 travellers/yr SNCF
Shops	7 within 150 m INSEE BPE