

OB AURAY

1 club operated · AURAY · company founded 2011-11-29

1

club

Auray

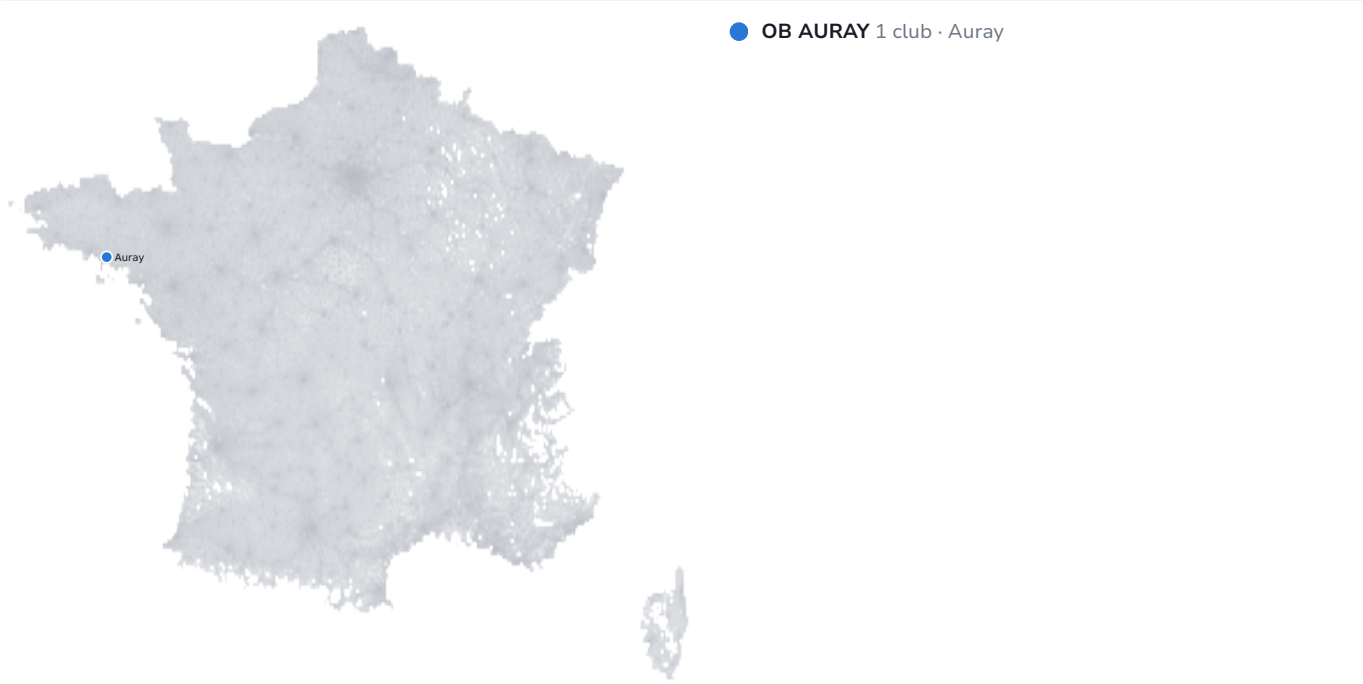
opened 2011–2011 · 3 closed

—

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
L'ORANGE BLEUE	Auray 56400	2011	1 → 1	2 → 4	735 → 473	3,901 → 1,975

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. Closed establishments on this company: L'ORANGE BLEUE (Rennes), OB AURAY (Rennes), L'ORANGE BLEUE (Sene).

LEGAL IDENTITY — INSEE Sirene

Legal name	OB AURAY
SIREN	538252891
Founded	2011-11-29
Activity	93.13Z NAF/APE code
Employees	02 Sirene band
Officers	José Enrique NERCELLAS CORDOBA (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.

L'ORANGE BLEUE Auray

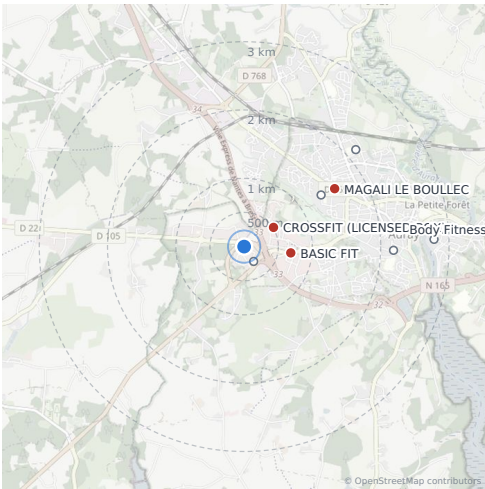
ZONE DE TOUL GARROS 4 B RUE MARYSE BASTIE 56400 AURAY · opened 2011-11-29 · SIRET 53825289100014

CHANGE SINCE OPENING — 2011 → today

	AT OPENING	TODAY	CHANGE
Location score	52.2	41.6	-10.6
Gyms within 1 km	2	3	+1
Gyms within 2 km	2	4	+2
Competition weight, 2 km	0.70	2.30	+229%
Capture, 2 km	3,901	1,975	-49%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2011-11-29 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, 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%	33 500 m	921 people	34	10 aged 18-64 + 910 workers = 921 over 0.79 km2 = 1,172/km2
	2 km	9,092 people	31	5,081 aged 18-64 + 4,010 workers = 9,092 over 12.57 km2 = 723/km2
Competition weight 15%	76 500 m	0.20 wt	89	0 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier
	2 km	2.30 wt	67	3 genuine gym floors and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	16 500 m	473 people	24	7 residents + 465 workers, demand within 500 m against every competitor within 3 km
	2 km	1,975 people	10	1,048 residents + 927 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 18 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 504.8 LQ
	2 km	not measured	—	catchment of 9,023 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.0 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%	61 500 m	1.00×	66	22,330 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.97×	57	21,745 EUR against 22,380 nationally, median of 2 IRIS within 2 km

NEAREST GYMS — 4 within 3 km; ▲ opened after 2011

0.51 ▲ CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2020	0.69 BASIC FIT Basic-Fit
1.57 ▲ MAGALI LE BOULLEC 2015	2.29 ▲ Body Fitness 2014

ACCESS — straight-line, GTFS

Rail	Auray — 2042 m
Bus	Toul Garros — 100 m
Footfall	Auray — 2042 m, 1,317,309 travellers/yr SNCF
Shops	4 within 150 m INSEE BPE