

SARL BLS DEVELOPPEMENT (ON FITNESS)

1 club operated · ORCHIES · company founded 2012-09-01

1

club

Orchies

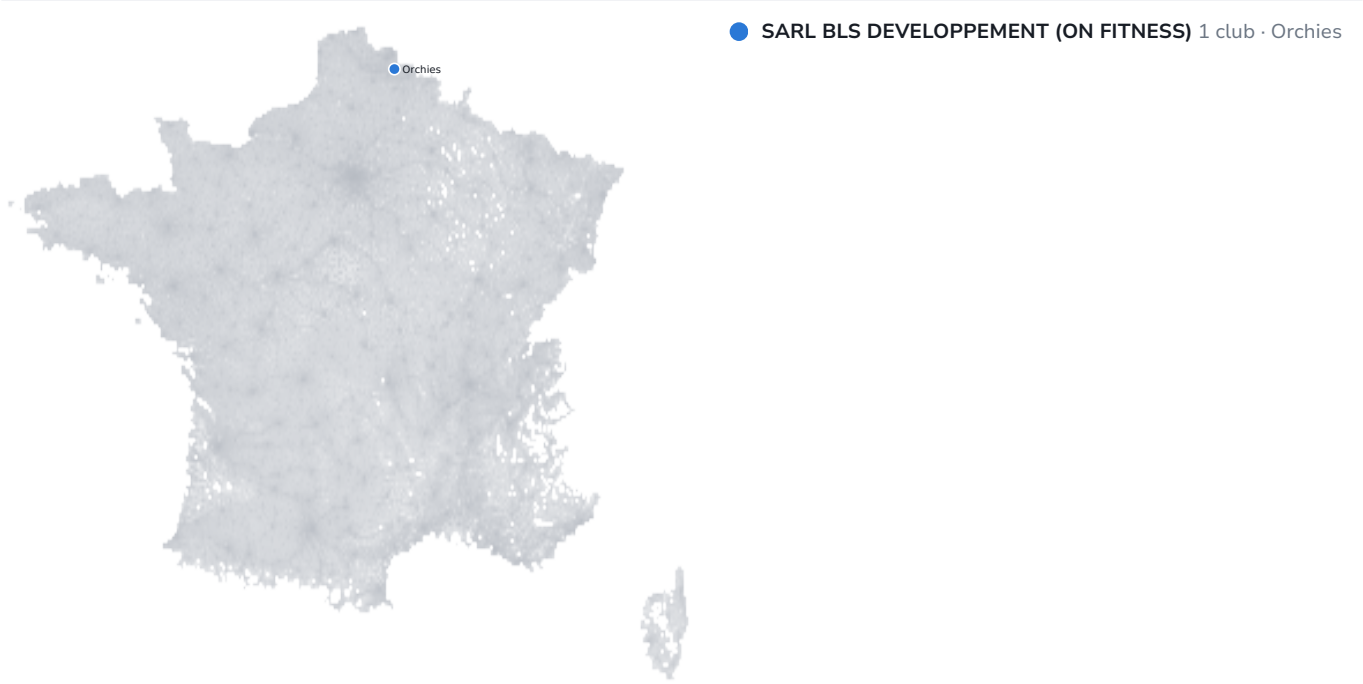
opened 2012–2012

—

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
ON FITNESS	Orchies 59310	2012	1 → 1	1 → 3	1,402 → 598	11,950 → 3,048

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	SARL BLS DEVELOPPEMENT (ON FITNESS)
SIREN	753539089
Founded	2012-09-01
Activity	93.13Z NAF/APE code
Employees	01 Sirene band
Officers	MATTHIEU FLAJOLET (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.

ON FITNESS Orchies

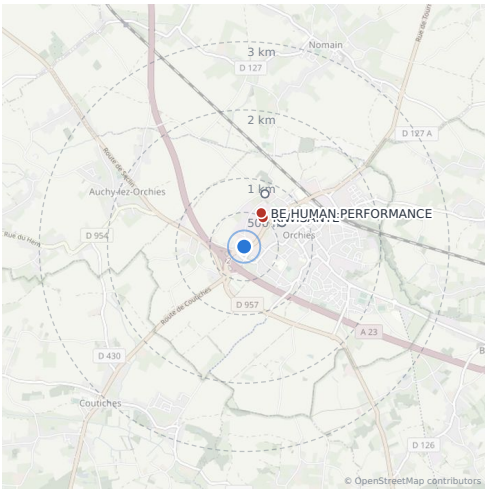
LOCAL NUMERO 4 CARRIERE DOREE 59310 ORCHIES · opened 2012-09-01 · SIRET 75353908900015

CHANGE SINCE OPENING — 2012 → today

	AT OPENING	TODAY	CHANGE
Location score	67.3	48.7	-18.6
Gyms within 1 km	1	3	+2
Gyms within 2 km	1	3	+2
Competition weight, 2 km	0	2.35	new
Capture, 2 km	11,950	3,048	-74%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2012-09-01 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



2 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%	34 500 m	1,142 people	39	511 aged 18-64 + 630 workers = 1,142 over 0.79 km2 = 1,454/km2
	2 km	8,730 people	31	5,302 aged 18-64 + 3,428 workers = 8,730 over 12.57 km2 = 695/km2
Competition weight 15%	80 500 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	2.35 wt	66	2 genuine gym floors and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	30 500 m	598 people	31	412 residents + 186 workers, demand within 500 m against every competitor within 3 km
	2 km	3,048 people	28	2,431 residents + 617 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 772 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 11.8 LQ
	2 km	not measured	—	catchment of 8,521 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.1 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%	70 500 m	1.08x	92	24,080 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.97x	56	21,650 EUR against 22,380 nationally, median of 3 IRIS within 2 km

NEAREST GYMS — 2 within 3 km; ▲ opened after 2012

0.51 ▲ KIWISANTE 2015 0.55 ▲ BE HUMAN PERFORMANCE 2022

ACCESS — straight-line, GTFS

Rail Orchies — **1324 m**
Bus ORCHIES - Zone de l'Europe — **169 m**
Footfall Orchies — 1324 m, 1,158,031 travellers/yr SNCF
Shops 7 within 150 m INSEE BPE