

FITLADY

1 club operated · ARRAS · company founded 2013-06-28

1

club

Arras

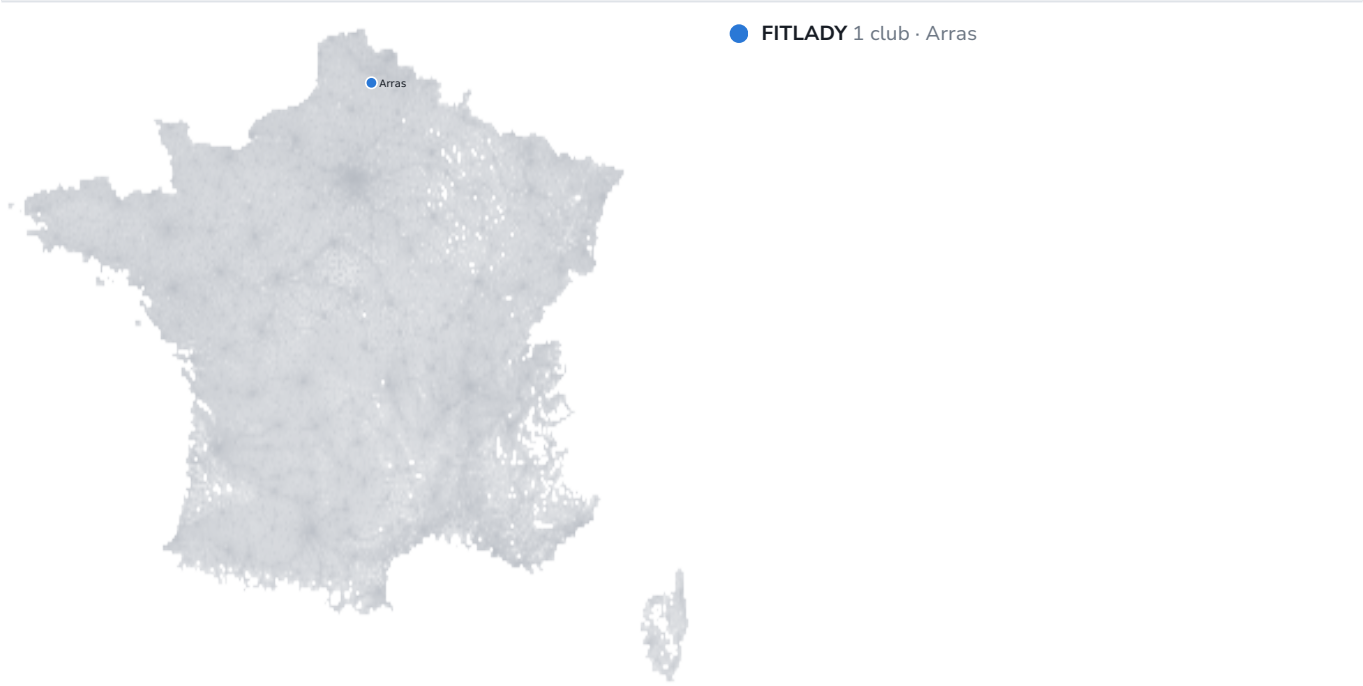
opened 2013–2013

—

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
CROSSFIT (LICENSED BOX)	Arras 62000	2013	1 → 2	1 → 3	1,888 → 1,081	21,281 → 5,222

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	FITLADY
SIREN	794646356
Founded	2013-06-28
Activity	93.11Z NAF/APE code
Employees	01 Sirene band
Officers	JULIE BUSIN (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.

CROSSFIT (LICENSED BOX) Arras

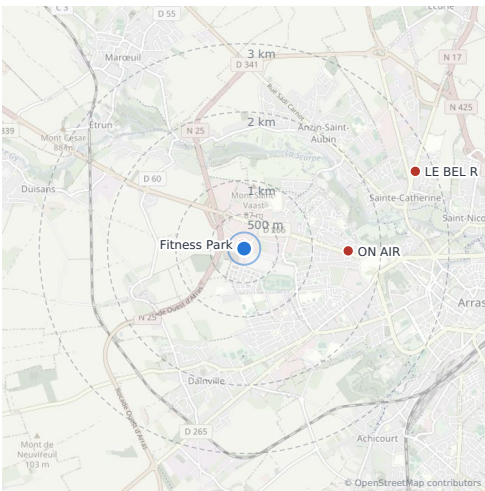
3 RUE COPERNIC 62000 ARRAS · opened 2013-06-28 · SIRET 79464635600012

CHANGE SINCE OPENING — 2013 → today

	AT OPENING	TODAY	CHANGE
Location score	72.9	57.1	-15.8
Gyms within 1 km	1	2	+1
Gyms within 2 km	1	3	+2
Competition weight, 2 km	0	2.60	new
Capture, 2 km	21,281	5,222	-75%
Saturation, 2 km vs national baseline	-100%	-2%	+98 pts

Competitor field as it stood on 2013-06-28 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



3 gym floors, 0 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%	47 500 m	1,603 people	46	356 aged 18-64 + 1,247 workers = 1,603 over 0.79 km2 = 2,040/km2
	2 km	21,885 people	48	10,628 aged 18-64 + 11,258 workers = 21,885 over 12.57 km2 = 1,742/km2
Competition weight 15%	63 500 m	0.90 wt	61	1 genuine gym floor and 1 other sports site within 500 m, weighted by substitutability and price tier
	2 km	2.60 wt	65	2 genuine gym floors and 4 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	50 500 m	1,081 people	48	385 residents + 696 workers, demand within 500 m against every competitor within 3 km
	2 km	5,222 people	52	3,073 residents + 2,149 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 668 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 13.6 LQ
	2 km	LQ 0.98	100	2 clubs / 18,503 residents = 10.81 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%	17 500 m	0.93×	43	20,780 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.78×	0	17,360 EUR against 22,380 nationally, median of 7 IRIS within 2 km

NEAREST GYMS — 3 within 3 km; ▲ opened after 2013

0.07 ▲ Fitness Park Fitness Park 2024	1.52 ▲ ON AIR On Air 2024
2.75 LE BEL R 2010	

ACCESS — straight-line, GTFS

Rail	Maroeuil — 3541 m
Bus	Eiffel — 78 m
Footfall	Maroeuil — 3541 m, 10,955 travellers/yr SNCF
Shops	12 within 150 m INSEE BPE