

JEYLAFORME

1 club operated · CHEMILLE-EN-ANJOU · company founded 2015-06-01

1

club

Chemille-En-Anjou

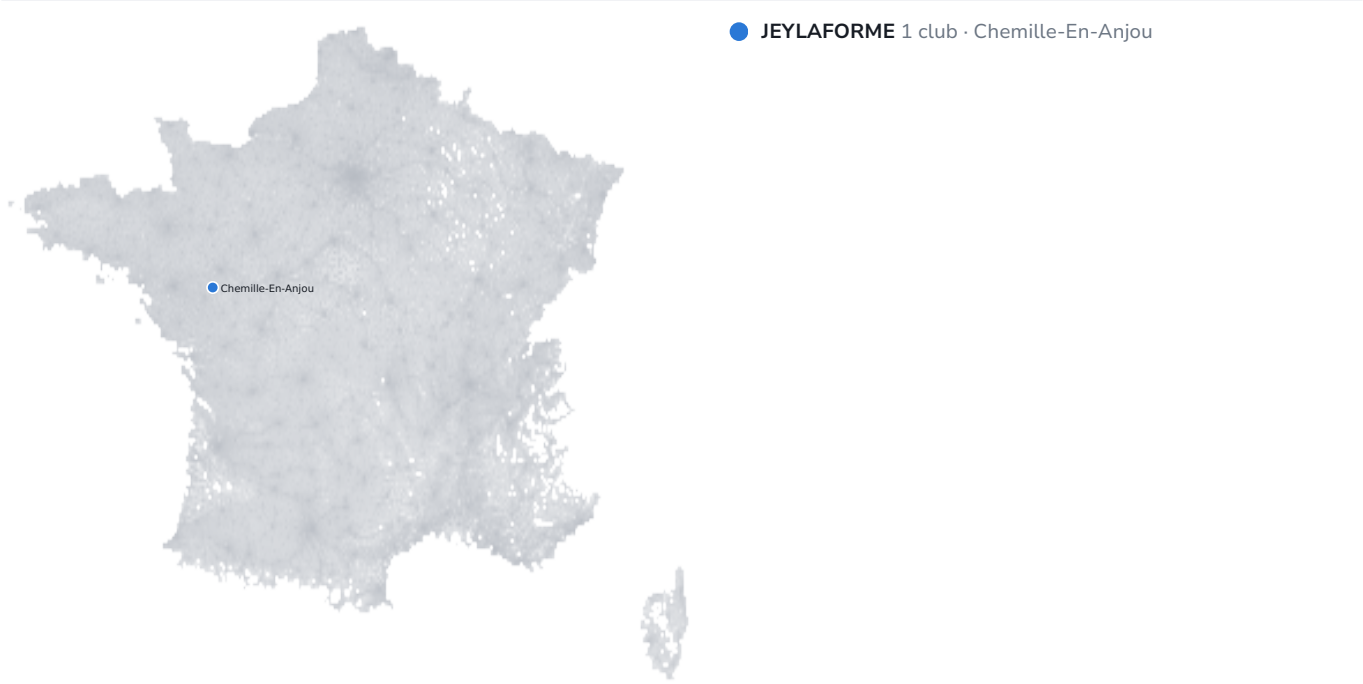
opened 2015–2015

—

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	Chemille-En-Anjou 49120	2015	1 → 2	1 → 3	782 → 373	6,422 → 1,696

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	JEYLAFORME
SIREN	810721431
Founded	2015-06-01
Activity	93.13Z NAF/APE code
Employees	02 Sirene band
Officers	ARNAUD RAYMOND (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 Chemille-En-Anjou

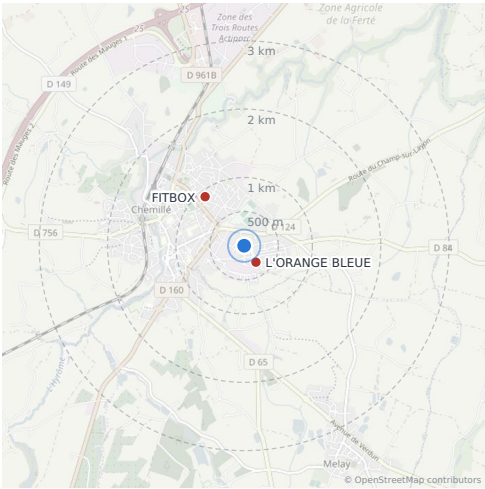
CENTRE COMMERCIAL DE SUPER U ZONE COMMERCIALE DU CHALET 49120 CHEMILLE-EN-ANJOU · opened 2015-06-01 · SIRET 81072143100015

CHANGE SINCE OPENING — 2015 → today

	AT OPENING	TODAY	CHANGE
Location score	52.3	30.9	-21.4
Gyms within 1 km	1	3	+2
Gyms within 2 km	1	3	+2
Competition weight, 2 km	0	2	new
Capture, 2 km	6,422	1,696	-74%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2015-06-01 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, 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%	16 500 m	445 people	20	445 aged 18-64 + 0 workers = 445 over 0.79 km2 = 567/km2
	2 km	3,708 people	14	3,692 aged 18-64 + 16 workers = 3,708 over 12.57 km2 = 295/km2
Competition weight 15%	65 500 m	1.00 wt	58	1 genuine gym floor and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	2.00 wt	70	2 genuine gym floors and 0 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	9 500 m	373 people	17	373 residents + 0 workers, demand within 500 m against every competitor within 3 km
	2 km	1,696 people	3	1,693 residents + 3 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 782 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 11.3 LQ
	2 km	not measured	—	catchment of 6,406 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.4 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%	53 500 m	0.96×	53	21,480 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.96×	53	21,480 EUR against 22,380 nationally, median of 1 IRIS within 2 km

NEAREST GYMS — 2 within 3 km; ▲ opened after 2015

0.3 ▲ L'ORANGE BLEUE	0.92 ▲ FITBOX 2023
L'Orange Bleue 2024	

ACCESS — straight-line, GTFS

Rail	Gare de Chemillé — 1590 m
Bus	Théâtre Foirail — 646 m
Footfall	Chemillé-en-Anjou — 1590 m, 193,192 travellers/yr SNCF
Shops	2 within 150 m INSEE BPE