

OBRT17 (L'ORANGE BLEUE)

1 club operated · ROCHEFORT · company founded 2018-08-02

1

club

Rochefort

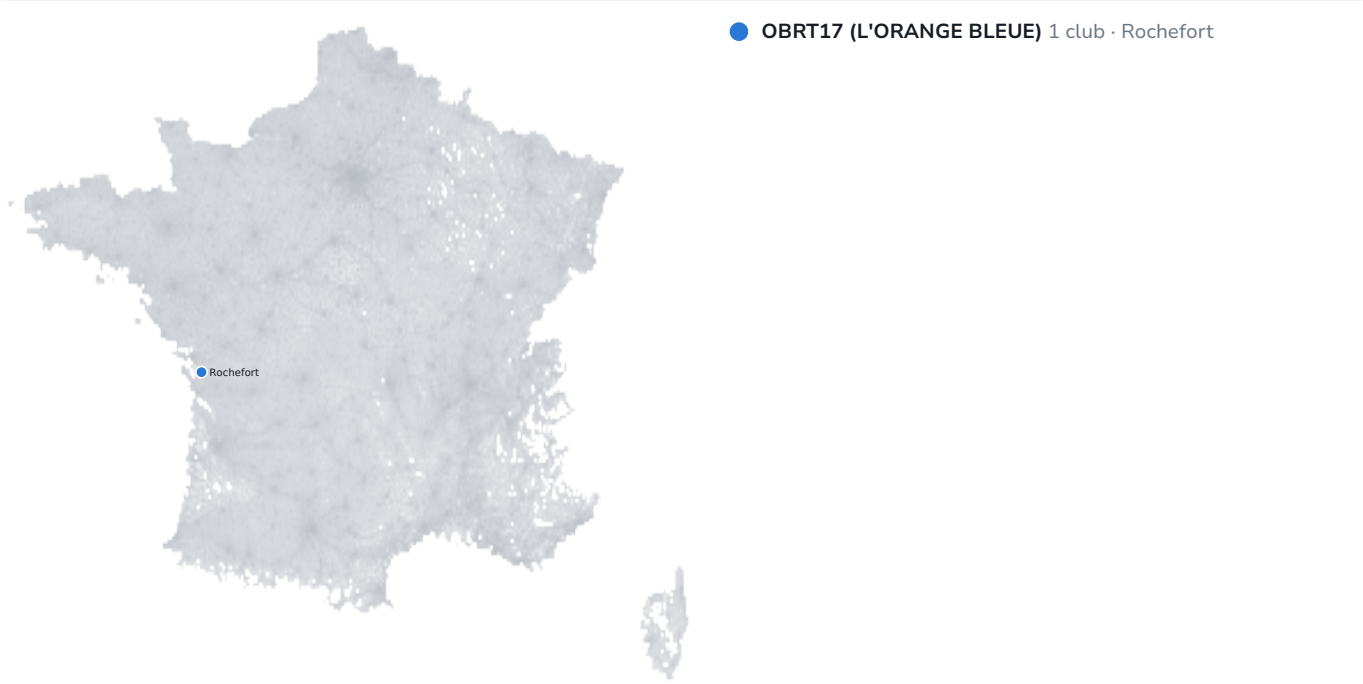
opened 2018–2018

—

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	Rochefort 17300	2018	0 → 1	0 → 1	1,864 → 648	13,694 → 5,715

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	OBRT17 (L'ORANGE BLEUE)
SIREN	841513468
Founded	2018-08-02
Activity	93.13Z NAF/APE code
Employees	01 Sirene band
Officers	TATIANA GINA BENETAUD (Gérant); BERTRAND GEOFFREY SEBASTIEN BUSSIERE (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 Rochefort

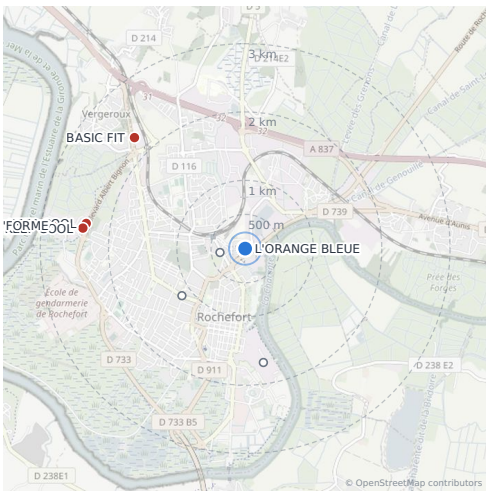
9 AVENUE WILLIAM PONTY 17300 ROCHEFORT · opened 2018-08-02 · SIRET 84151346800014

CHANGE SINCE OPENING — 2018 → today

	AT OPENING	TODAY	CHANGE
Location score	75.4	60.1	-15.3
Gyms within 1 km	0	1	+1
Gyms within 2 km	0	1	+1
Competition weight, 2 km	0.30	1.80	+500%
Capture, 2 km	13,694	5,715	-58%
Saturation, 2 km vs national baseline	-100%	-55%	+45 pts

Competitor field as it stood on 2018-08-02 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, 3 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%	45 500 m	1,377 people	42	942 aged 18-64 + 434 workers = 1,377 over 0.79 km2 = 1,753/km2
	2 km	19,884 people	46	11,014 aged 18-64 + 8,870 workers = 19,884 over 12.57 km2 = 1,582/km2
Competition weight 15%	60 500 m	1.50 wt	44	1 genuine gym floor and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	1.80 wt	72	1 genuine gym floor and 3 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	47 500 m	648 people	33	478 residents + 170 workers, demand within 500 m against every competitor within 3 km
	2 km	5,715 people	55	3,845 residents + 1,870 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 1,536 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 5.7 LQ
	2 km	LQ 0.45	100	1 club / 19,800 residents = 5.05 per 100k against 11.32 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%	57 500 m	0.98×	59	21,880 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.97×	56	21,655 EUR against 22,380 nationally, median of 8 IRIS within 2 km

NEAREST GYMS — 5 within 3 km; ▲ opened after 2018

0.0 ▲ L'ORANGE BLEUE L'Orange Bleue 2025	2.29 BASIC FIT Basic-Fit
2.35 ▲ KEEP COOL Keepcool 2020	2.4 ▲ KEEP COOL Keepcool 2025
2.75 RELAX'FORME 2006	

ACCESS — straight-line, GTFS

Rail	Rochefort — 500 m
Bus	RFT Lycée Dassault 1 — 187 m
Footfall	Rochefort — 500 m, 709,451 travellers/yr SNCF
Shops	6 within 150 m INSEE BPE