

BERTY FIT (LA SALLE)

1 club operated · VIRE-NORMANDIE · company founded 2019-07-19

1

club

Vire-Normandie

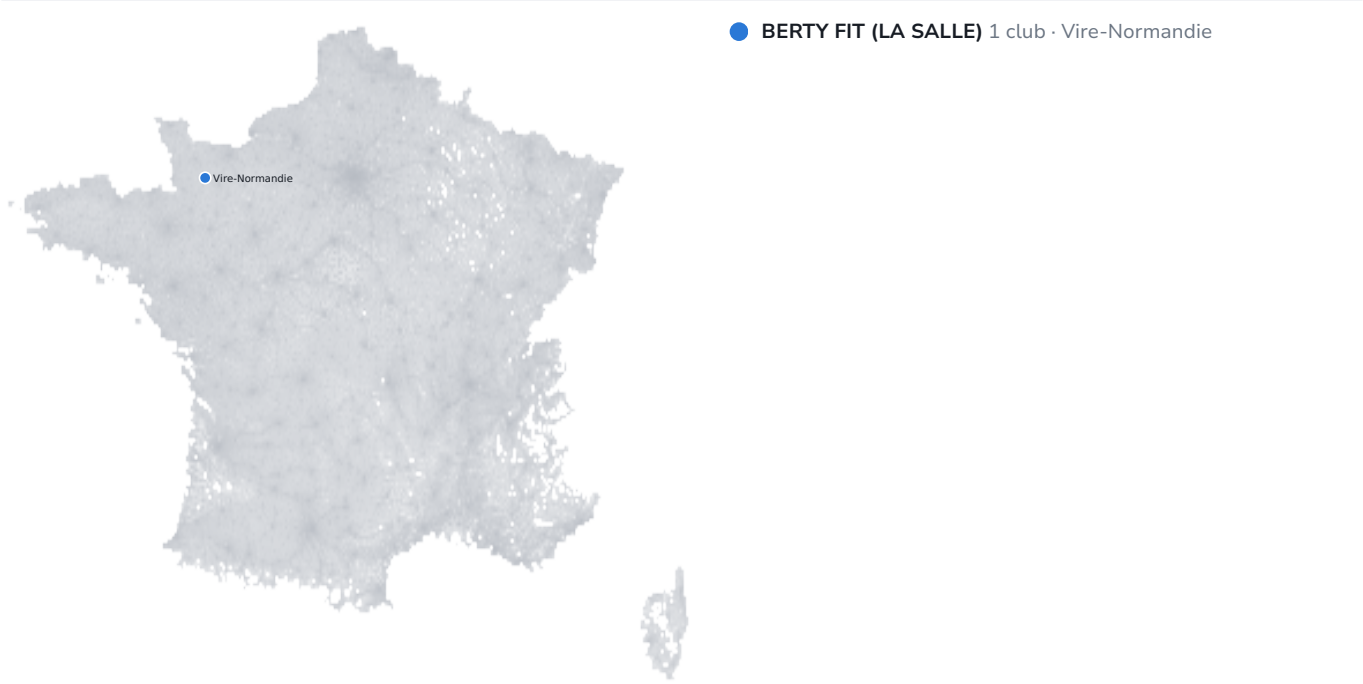
opened 2021–2021 · 1 closed

—

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
LA SALLE	Vire-Normandie 14500	2021	0 → 1	0 → 3	853 → 442	10,333 → 4,253

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: LA SALLE (Vire-Normandie).

LEGAL IDENTITY — INSEE Sirene		FILING & CAPITAL — INPI RNE	
Legal name	BERTY FIT (LA SALLE)	Registered capital	<i>not stated in any filing</i>
SIREN	852654458	Years filed	0 of the last 0 on record
Founded	2019-07-19	Debt falling due	<i>not filed</i> — the maturity table is a complete-regime page
Activity	93.11Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	01 Sirene band	Ownership changes	<i>not tracked</i> — 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
Officers	BERTRAND JEAN BESNEHARD (BESNEHARD) (Gérant)		

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.

LA SALLE Vire-Normandie

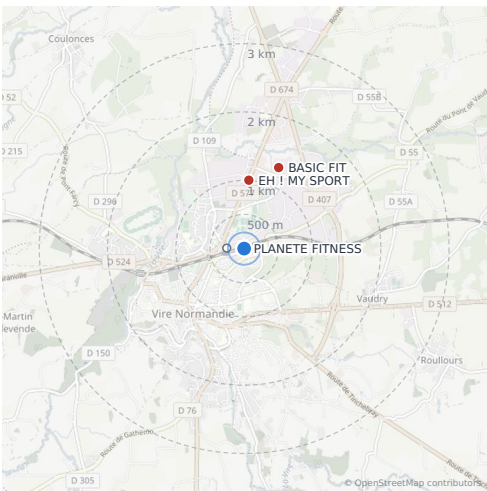
9 RUE DE LA MERCERIE 14500 VIRE-NORMANDIE · opened 2021-09-27 · SIRET 85265445800029

CHANGE SINCE OPENING — 2021 → today

	AT OPENING	TODAY	CHANGE
Location score	54.1	37	-17.1
Gyms within 1 km	0	1	+1
Gyms within 2 km	0	3	+3
Competition weight, 2 km	0.20	2.60	+1200%
Capture, 2 km	10,333	4,253	-59%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2021-09-27 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, 1 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%	29 500 m	660 people	28	420 aged 18-64 + 240 workers = 660 over 0.79 km2 = 841/km2
	2 km	8,263 people	30	5,281 aged 18-64 + 2,982 workers = 8,263 over 12.57 km2 = 658/km2
Competition weight 15%	59 500 m	1.20 wt	52	1 genuine gym floor and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	2.60 wt	65	3 genuine gym floors and 1 other sports site within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	34 500 m	442 people	22	349 residents + 93 workers, demand within 500 m against every competitor within 3 km
	2 km	4,253 people	43	3,418 residents + 835 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 844 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 10.5 LQ
	2 km	not measured	—	catchment of 9,942 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 0.9 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%	25 500 m	0.73×	0	16,260 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.93×	42	20,725 EUR against 22,380 nationally, median of 6 IRIS within 2 km

NEAREST GYMS — 3 within 3 km; ▲ opened after 2021

0.0 ▲ PLANETE FITNESS Planete Fitness 2024	1.0 ▲ EH ! MY SPORT 2023
1.29 ▲ BASIC FIT Basic-Fit 2022	

ACCESS — straight-line, GTFS

Rail	Vire — 296 m
Bus	Rue Guy Degrenne (France Travail) — 125 m
Footfall	Vire — 296 m, 100,571 travellers/yr SNCF
Shops	2 within 150 m INSEE BPE

Generated 2026-10-19 21:04 UTC by gym-db-fr · operator report · INSEE Sirene, INPI RNE, Data ES, INSEE Filosofi 2021, GTFS
Sources : INSEE, Sirene (www.insee.fr), données mises à jour le 2026-10-19 · INPI, Registre national des entreprises (stock du 2026-03-04, API au 2026-10-18) · DILA, BODACC (annonces commerciales, au 2026-10-18) · Ministère des Sports, Data ES (2026-10-17) · INSEE, Filosofi 2021 (carreaux 200 m, IRIS) et BPE 2025 · IGN, Contours IRIS 2026 · OpenStreetMap contributors (ODbL). Licence Ouverte / Etalab 2.0 sauf mention contraire.