

FITFORME

1 club operated · BRUNSTATT-DIDENHEIM · company founded 2020-04-24

1

club

Brunstatt-Didenheim

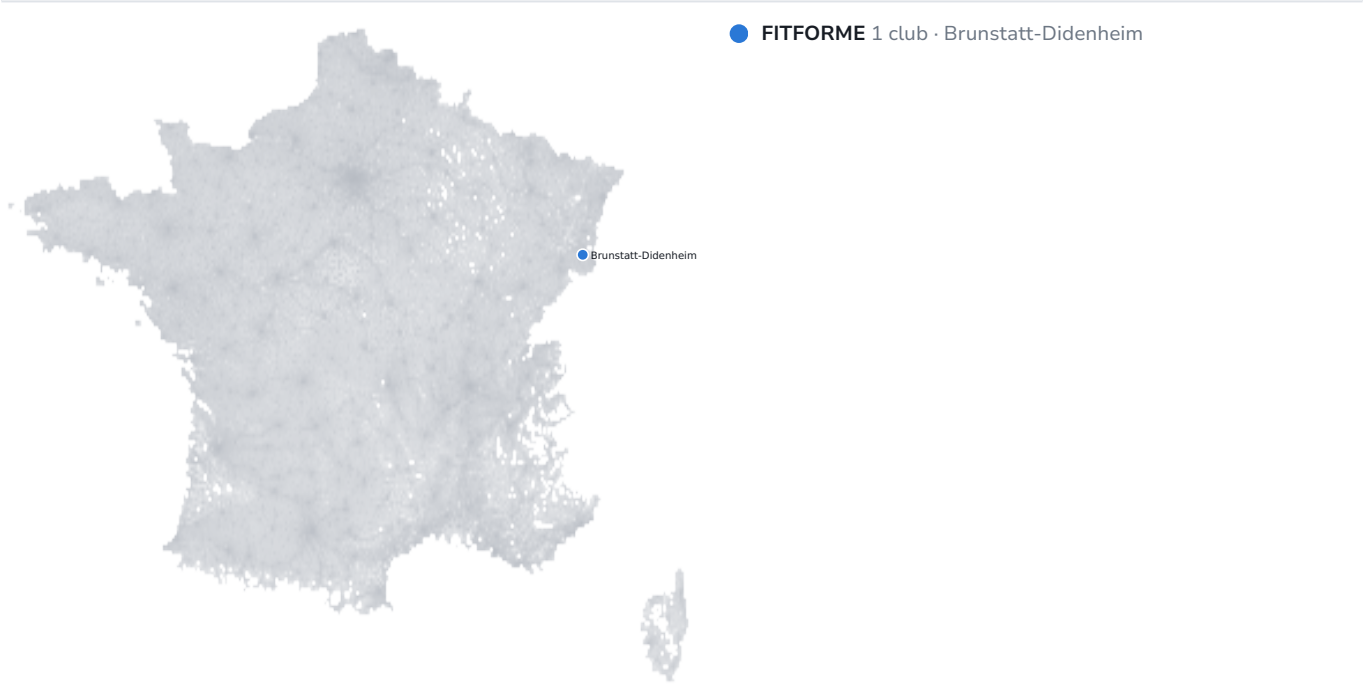
opened 2020–2020

—

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
LIBERTY GYM	Brunstatt-Didenheim 68350	2020	1 → 1	2 → 2	912 → 832	10,790 → 8,858

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	FITFORME
SIREN	883049454
Founded	2020-04-24
Activity	93.12Z NAF/APE code
Employees	01 Sirene band
Officers	Brice Jean-Paul STEHLIN (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.

LIBERTY GYM Brunstatt-Didenheim

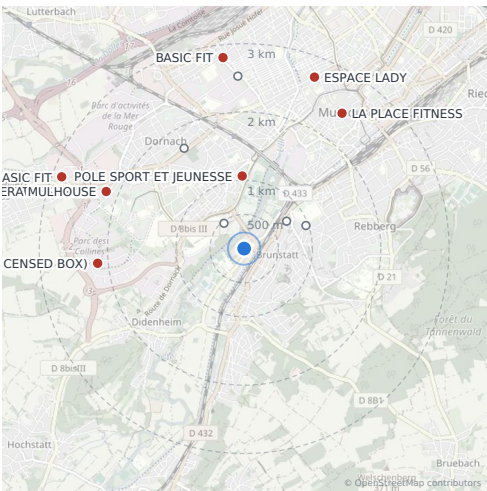
9 C RUE DE L'ILL 68350 BRUNSTATT-DIDENHEIM · opened 2020-04-24 · SIRET 88304945400019

CHANGE SINCE OPENING — 2020 → today

	AT OPENING	TODAY	CHANGE
Location score	67.5	66.5	-1.0
Gyms within 1 km	1	1	0
Gyms within 2 km	2	2	0
Competition weight, 2 km	1.60	0.70	-56%
Capture, 2 km	10,790	8,858	-18%
Saturation, 2 km vs national baseline	-73%	-100%	-27 pts

Competitor field as it stood on 2020-04-24 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



8 gym floors, 5 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%	50	500 m	1,416 people	43 607 aged 18-64 + 808 workers = 1,416 over 0.79 km2 = 1,803/km2
		2 km	31,419 people	55 19,003 aged 18-64 + 12,416 workers = 31,419 over 12.57 km2 = 2,500/km2
Competition weight 15%	85	500 m	0.30 wt	84 0 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier
		2 km	0.70 wt	85 0 genuine gym floors and 3 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	61	500 m	832 people	41 805 residents + 26 workers, demand within 500 m against every competitor within 3 km
		2 km	8,858 people	74 6,758 residents + 2,100 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100	500 m	not measured	— catchment of 1,043 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 8.7 LQ
		2 km	LQ 0.00	100 0 clubs / 33,162 residents = 0.00 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%	33	500 m	1.05×	82 23,440 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
		2 km	0.80×	0 17,805 EUR against 22,380 nationally, median of 14 IRIS within 2 km

NEAREST GYMS — 8 within 3 km; ▲ opened after 2020

1.06	POLE SPORT ET JEUNESSE 2015	2.16	▲ CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2023
2.19	FITNESS PARK Fitness Park 2019	2.19	▲ ERA MULHOUSE 2026
2.45	▲ LA PLACE FITNESS 2022	2.71	▲ ESPACE LADY 2023
2.81	BASIC FIT Basic-Fit	2.87	BASIC FIT Basic-Fit

ACCESS — straight-line, GTFS

Tram	UNIVERSITE — 600 m
Bus	HIRONDELLES — 198 m
Footfall	Mulhouse Dornach — 2169 m, 253,994 travellers/yr SNCF
Shops	27 within 150 m INSEE BPE