

PHOENIX

1 club operated · ORLEANS · company founded 2020-10-01

1

club

Orleans

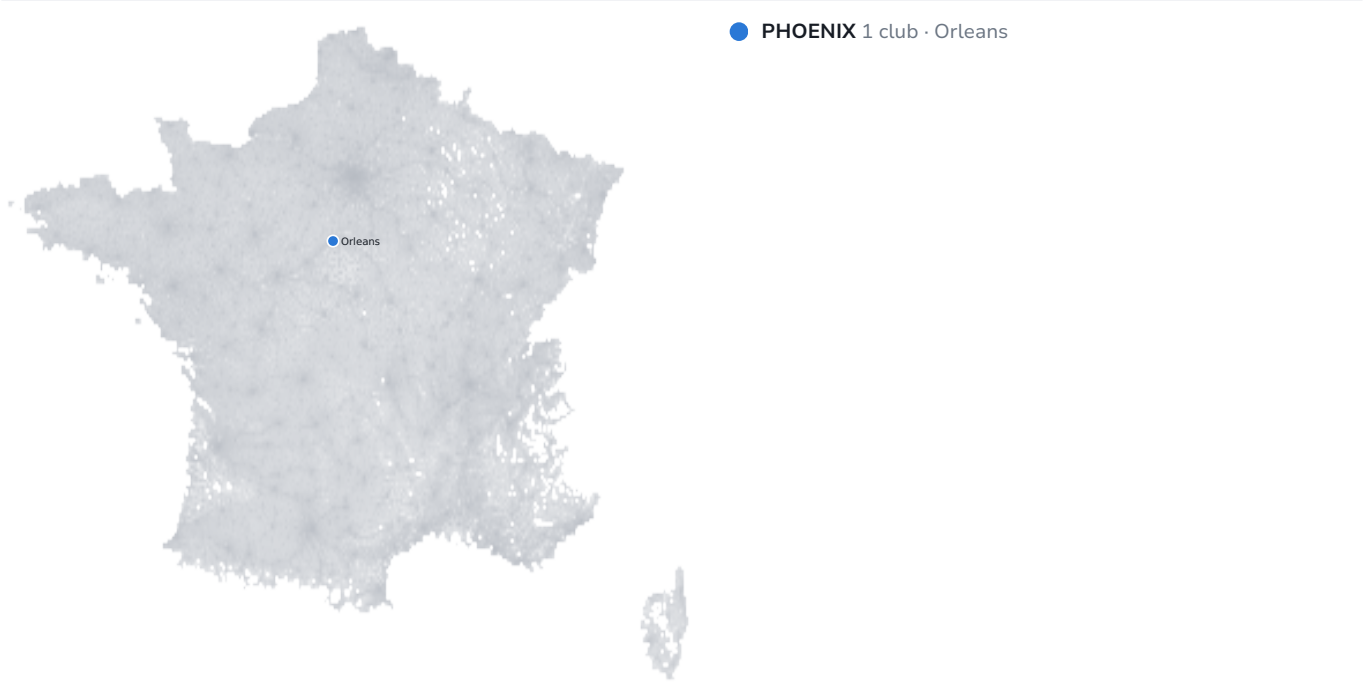
opened 2020–2020

—

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
CROSSFIT (LICENSED BOX)	Orleans 45000	2020	1 → 4	5 → 15	7,328 → 1,890	27,379 → 6,608

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	PHOENIX
SIREN	889374047
Founded	2020-10-01
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	Gregory Jean-Pierre Marcel Michel HAYET (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) Orleans

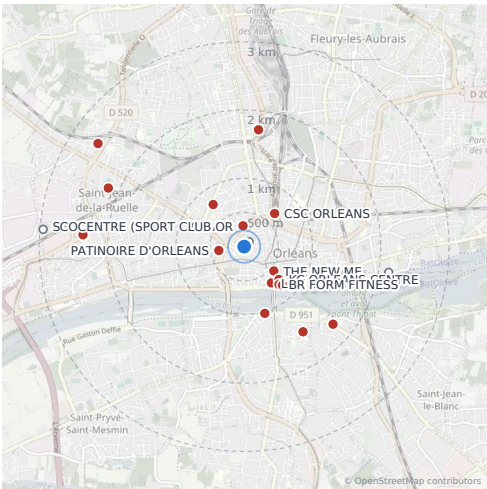
24 RUE DE LIMARE 45000 ORLEANS · opened 2020-10-01 · SIRET 88937404700013

CHANGE SINCE OPENING — 2020 → today

	AT OPENING	TODAY	CHANGE
Location score	87.8	59.2	-28.6
Gyms within 1 km	4	11	+7
Gyms within 2 km	5	15	+10
Competition weight, 2 km	3.40	13.90	+309%
Capture, 2 km	27,379	6,608	-76%
Saturation, 2 km vs national baseline	-45%	+92%	+138 pts

Competitor field as it stood on 2020-10-01 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



17 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%	500 m	10,510 people	83	4,504 aged 18-64 + 6,006 workers = 10,510 over 0.79 km2 = 13,381/km2
	2 km	83,466 people	74	40,179 aged 18-64 + 43,287 workers = 83,466 over 12.57 km2 = 6,642/km2
Competition weight 15%	500 m	3.50 wt	8	3 genuine gym floors and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	13.90 wt	25	14 genuine gym floors and 1 other sports site within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	500 m	1,890 people	65	1,233 residents + 658 workers, demand within 500 m against every competitor within 3 km
	2 km	6,608 people	62	4,140 residents + 2,468 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	500 m	not measured	—	catchment of 6,677 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.3 LQ
	2 km	LQ 1.93	54	14 clubs / 64,231 residents = 21.80 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%	500 m	1.05x	84	23,570 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	1.05x	84	23,555 EUR against 22,380 nationally, median of 24 IRIS within 2 km

NEAREST GYMS — 17 within 3 km; ▲ opened after 2020

0.3 ▲ ON AIR On Air 2025	0.31 ▲ SCOCENTRE (SPORT CLUB ORLEANS CENTRE) 2024
0.38 ▲ PATINOIRE D'ORLEANS 2023	0.56 ▲ THE NEW ME The New Me 2026
0.66 ▲ CSC ORLEANS 2024	0.66 LIFE STUDIO 2018
0.7 KC ORLEANS CENTRE 2008	0.75 BR FORM FITNESS 2017
... and 9 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	Croix Morin — 209 m
Bus	Les Turbulences — 200 m
Footfall	Orléans — 638 m, 5,221,422 travellers/yr SNCF
Shops	6 within 150 m INSEE BPE