

BELJAM

1 club operated · QUETIGNY · company founded 2021-09-01

1

club

Quetigny

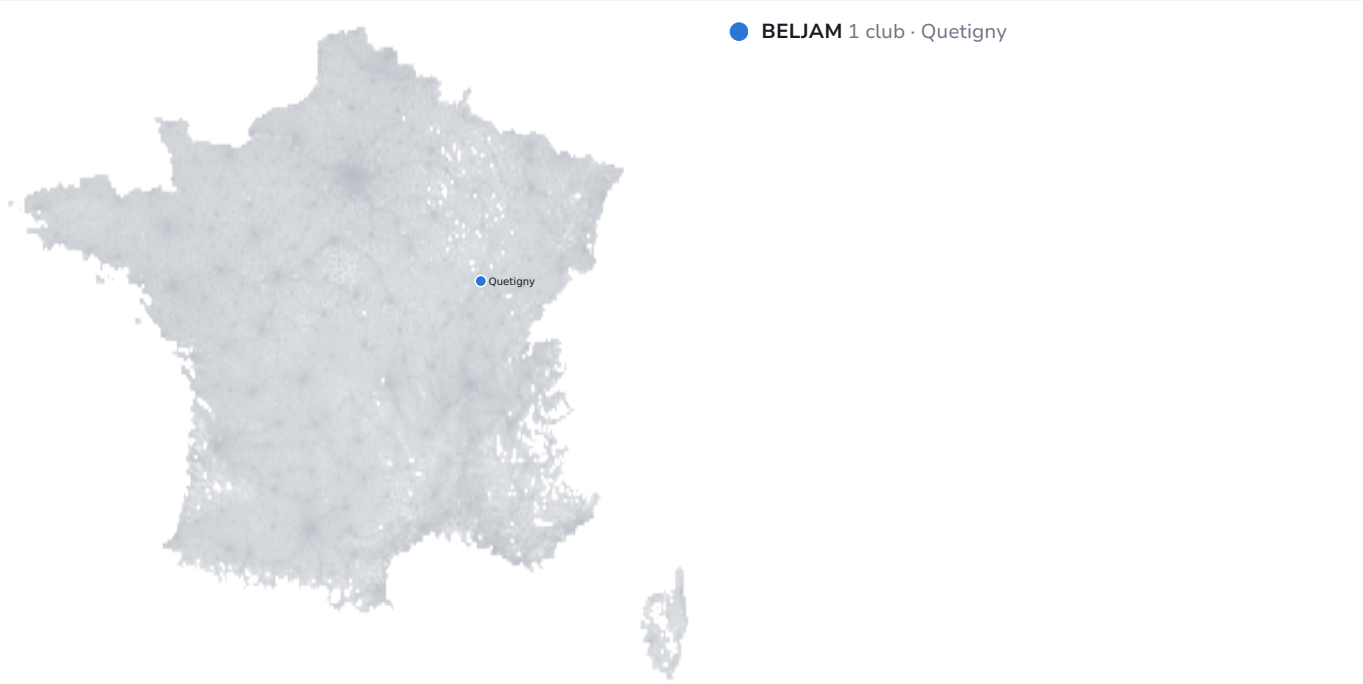
opened 2021–2021

—

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
BELJAM	Quetigny 21800	2021	3 → 3	6 → 7	844 → 797	4,244 → 3,899

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		FILING & CAPITAL — INPI RNE	
Legal name	BELJAM	Registered capital	<i>not stated in any filing</i>
SIREN	902181171	Years filed	0 of the last 0 on record
Founded	2021-09-01	Debt falling due	<i>not filed</i> — the maturity table is a complete-regime page
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	02 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	MORGANE BELLERON (Directeur Général); ELIOT JAMAIT (Président de SAS)		

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.

BELJAM Quetigny

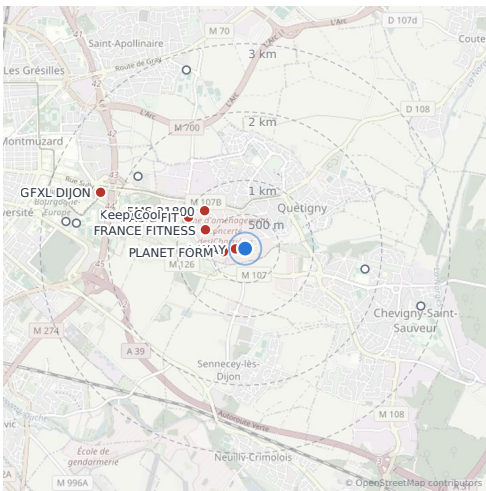
9 RUE DE L'ENCLUME 21800 QUETIGNY · opened 2021-09-01 · SIRET 90218117100015

CHANGE SINCE OPENING — 2021 → today

	AT OPENING	TODAY	CHANGE
Location score	37.3	36.1	-1.2
Gyms within 1 km	5	6	+1
Gyms within 2 km	6	7	+1
Competition weight, 2 km	4.60	5.50	+20%
Capture, 2 km	4,244	3,899	-8%
Saturation, 2 km vs national baseline	+210%	+283%	+72 pts

Competitor field as it stood on 2021-09-01 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



7 gym floors, 6 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	1,939 people	49	136 aged 18-64 + 1,802 workers = 1,939 over 0.79 km2 = 2,468/km2
	2 km	16,433 people	43	8,160 aged 18-64 + 8,272 workers = 16,433 over 12.57 km2 = 1,308/km2
Competition weight 15%	42 500 m	2.00 wt	33	2 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	5.50 wt	48	6 genuine gym floors and 1 other sports site within 2 km, weighted by substitutability and price tier
Capture weight 20%	39 500 m	797 people	40	106 residents + 691 workers, demand within 500 m against every competitor within 3 km
	2 km	3,899 people	39	2,731 residents + 1,167 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0 500 m	not measured	—	catchment of 252 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 36.1 LQ
	2 km	LQ 3.83	0	6 clubs / 14,244 residents = 42.12 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%	57 500 m	0.91×	37	20,360 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	1.01×	71	22,670 EUR against 22,380 nationally, median of 7 IRIS within 2 km

NEAREST GYMS — 7 within 3 km; ▲ opened after 2021

0.14	A.WAY 2012	0.32	PLANET FORM 2010
0.64	FRANCE FITNESS 2018	0.81	▲ EMS 21800 2024
0.95	BASIC FIT Basic-Fit 2019	1.2	Keep Cool Keepcool 2015
2.27	GFXL DIJON 2021		

ACCESS — straight-line, GTFS

Tram	Grand Marché — 618 m
Bus	Quetignerot — 339 m
Footfall	Dijon Porte Neuve — 4201 m, 118,604 travellers/yr SNCF
Shops	13 within 150 m INSEE BPE