

LOLA-JEANNE (WAKE UP FORM)

1 club operated · NIORT · company founded 2023-11-07

1

club

Niort

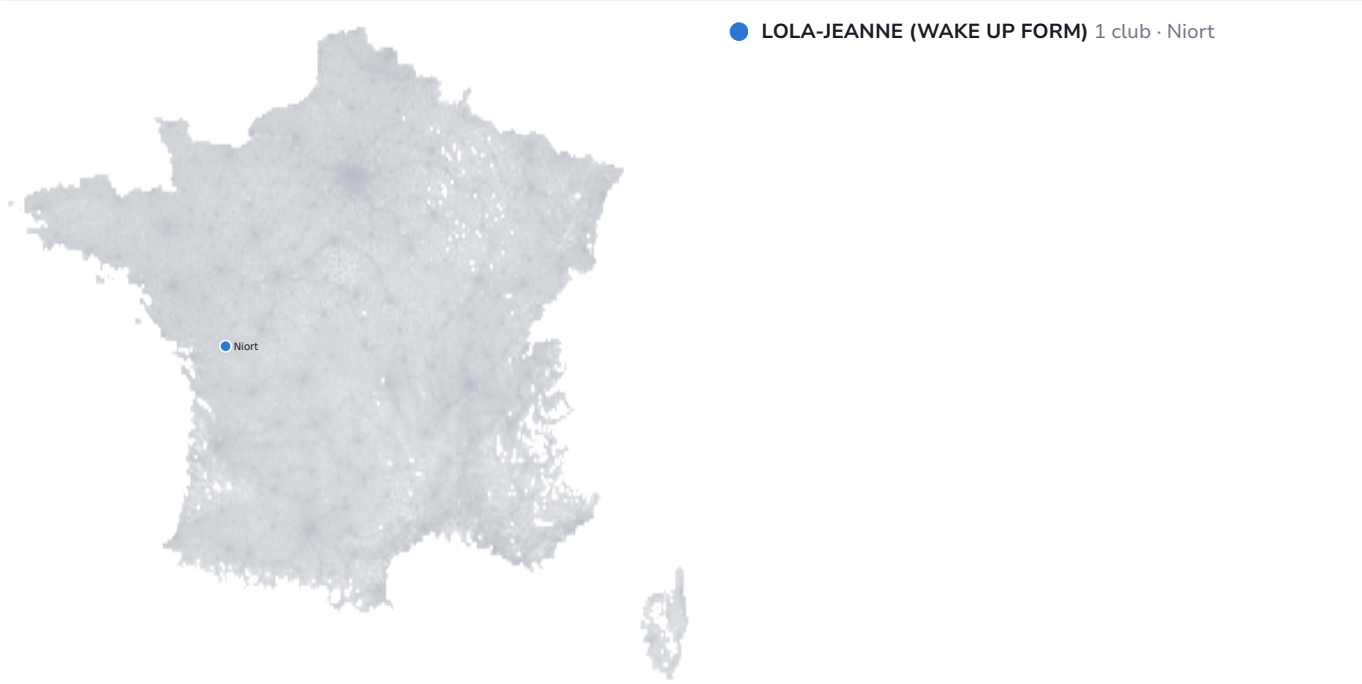
opened 2023–2023

—

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 GYMS WITHIN, OPENING → TODAY		CAPTURE PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
WAKE UP FORM	Niort 79000	2023	1 → 2	5 → 8	731 → 444	5,600 → 3,365

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	LOLA-JEANNE (WAKE UP FORM)
SIREN	981317282
Founded	2023-11-07
Activity	93.13Z NAF/APE code
Employees	02 Sirene band
Officers	Adel-Anouar GHADDOU (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.

WAKE UP FORM Niort

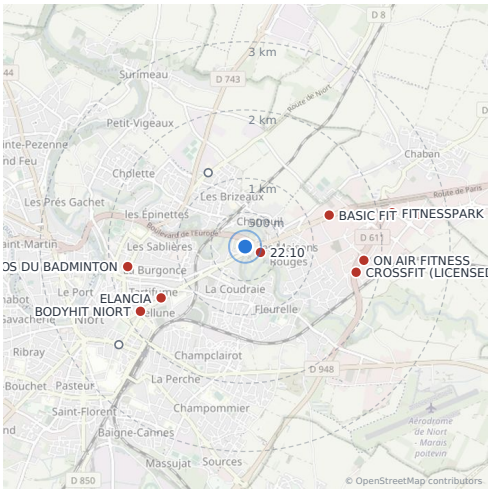
373 AVENUE DE PARIS 79000 NIORT · opened 2023-11-07 · SIRET 98131728200011

CHANGE SINCE OPENING — 2023 → today

	AT OPENING	TODAY	CHANGE
Location score	55.8	37.3	-18.5
Gyms within 1 km	1	2	+1
Gyms within 2 km	5	8	+3
Competition weight, 2 km	3.60	6.10	+69%
Capture, 2 km	5,600	3,365	-40%
Saturation, 2 km vs national baseline	+102%	+262%	+161 pts

Competitor field as it stood on 2023-11-07 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



9 gym floors, 2 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%	41 500 m	638 people	27	345 aged 18-64 + 293 workers = 638 over 0.79 km2 = 812/km2
	2 km	25,372 people	51	10,260 aged 18-64 + 15,112 workers = 25,372 over 12.57 km2 = 2,019/km2
Competition weight 15%	50 500 m	1.00 wt	58	1 genuine gym floor and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	6.10 wt	46	7 genuine gym floors and 1 other sports site within 2 km, weighted by substitutability and price tier
Capture weight 20%	28 500 m	444 people	22	296 residents + 148 workers, demand within 500 m against every competitor within 3 km
	2 km	3,365 people	33	2,548 residents + 817 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0 500 m	not measured	—	catchment of 622 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 14.6 LQ
	2 km	LQ 3.62	0	7 clubs / 17,546 residents = 39.90 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%	83 500 m	1.05×	83	23,480 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	1.05×	83	23,480 EUR against 22,380 nationally, median of 7 IRIS within 2 km

NEAREST GYMS — 9 within 3 km; ▲ opened after 2023

0.24 ▲ 22.10 2024	1.31 BASIC FIT Basic-Fit
1.44 ELANCIA Elancia 2017	1.67 ▲ CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2024
1.74 LES ACCROS DU BADMINTON NIORTAIS 2004	1.75 ▲ ON AIR FITNESS On Air 2026
1.8 BODYHIT NIORT Bodyhit 2022	2.21 ▲ FITNESSPARK Fitness Park 2025
... and 1 more within 3 km.	

ACCESS — straight-line, GTFS

Rail	Niort — 2173 m
Bus	COUDRAIE — 355 m
Footfall	Niort — 2173 m, 1,394,556 travellers/yr SNCF
Shops	3 within 150 m INSEE BPE