

APRIL REFORMER (APRIL REFORMER)

1 club operated · BOIS-GUILLAUME · company founded 2025-10-15

1

club

Bois-Guillaume

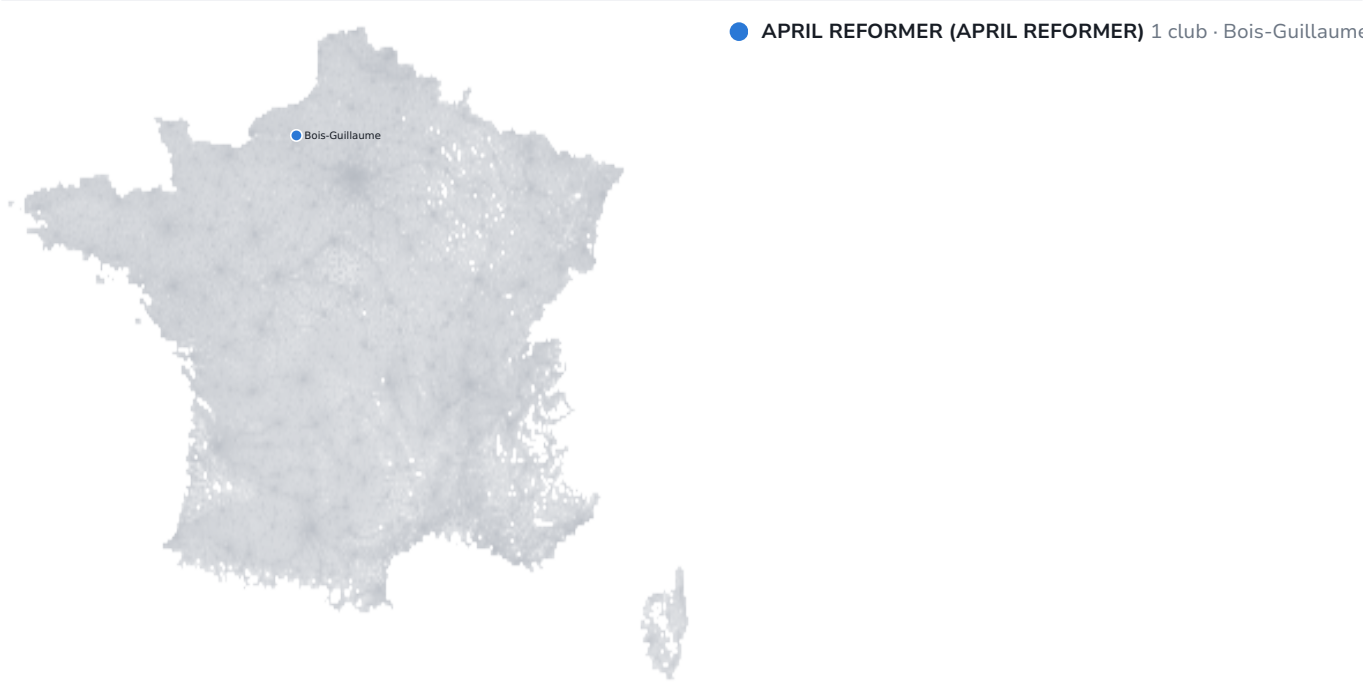
opened 2025-2025

—

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
APRIL REFORMER	Bois-Guillaume 76230	2025	1 → 1	4 → 4	1,663 → 1,663	3,695 → 3,695

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	APRIL REFORMER (APRIL REFORMER)
SIREN	992729061
Founded	2025-10-15
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	MARINE NELLY NICOLE VENDANGE (Président de SAS)

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.

APRIL REFORMER Bois-Guillaume

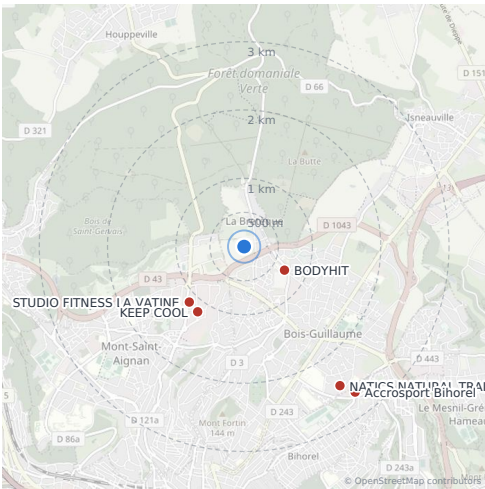
1649 CHEMIN DE LA FORET VERTE 76230 BOIS-GUILLAUME · opened 2025-10-15 · SIRET 99272906100018

CHANGE SINCE OPENING — 2025 → today

	AT OPENING	TODAY	CHANGE
Location score	55.7	55.7	0.0
Gyms within 1 km	2	2	0
Gyms within 2 km	4	4	0
Competition weight, 2 km	3	3	0%
Capture, 2 km	3,695	3,695	0%
Saturation, 2 km vs national baseline	+147%	+147%	0 pts

Competitor field as it stood on 2025-10-15 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



5 gym floors, 0 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%	48 500 m	2,723 people	56	333 aged 18-64 + 2,390 workers = 2,723 over 0.79 km2 = 3,467/km2
	2 km	17,007 people	43	5,881 aged 18-64 + 11,126 workers = 17,007 over 12.57 km2 = 1,353/km2
Competition weight 15%	77 500 m	0.00 wt	100	0 genuine gym floors and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	3.00 wt	62	3 genuine gym floors and 0 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	47 500 m	1,663 people	61	270 residents + 1,393 workers, demand within 500 m against every competitor within 3 km
	2 km	3,695 people	37	1,394 residents + 2,301 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	26 500 m	not measured	—	catchment of 564 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 15.7 LQ
	2 km	LQ 2.47	26	3 clubs / 10,726 residents = 27.97 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%	100 500 m	1.45×	100	32,370 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	1.44×	100	32,280 EUR against 22,380 nationally, median of 6 IRIS within 2 km

NEAREST GYMS — 5 within 3 km; ▲ opened after 2025

0.68	BODYHIT Bodyhit 2019	1.14	STUDIO FITNESS LA VATINE 2016
1.17	KEEP COOL Keepcool 2017	2.47	NATICS NATURAL TRAINING 2017
2.68	Accrosport Bihorel ACCROSPORT		

ACCESS — straight-line, GTFS

Metro	Beauvoisine — 3742 m
Bus	Saint-Exupéry — 531 m
Footfall	Rouen Rive Droite — 3762 m, 7,773,267 travellers/yr SNCF
Shops	2 within 150 m INSEE BPE

Generated 2026-10-19 21:07 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.