



PRICE BAILEY

Chartered Accountants

ALPHA 1 (MARKETING) LIMITED

ABBREVIATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 1999

REGISTERED NUMBER: 1649582



Offices at:

Bishop's Stortford Cambridge Chingford Ely Harlow Newmarket Norwich
Saffron Walden

A member of The UK 200 Group, an association of independent practising Chartered Accountants

ALPHA 1 (MARKETING) LIMITED

ABBREVIATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 1999

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AUDITORS' REPORT TO ALPHA 1 (MARKETING) LIMITED

UNDER SECTION 247B TO THE COMPANIES ACT 1985

We have examined the abbreviated financial statements set out on pages 3 to 6, together with the financial statements of the company for the year ended 31 December 1999 prepared under section 226 of the Companies Act 1985.

Respective responsibilities of directors and auditors

The director is responsible for preparing the abbreviated financial statements in accordance with section 246 of the Companies Act 1985. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated financial statements prepared in accordance with sections 246(5) and (6) of the Act to the registrar of companies and whether the financial statements to be delivered are properly prepared in accordance with those provisions and to report our opinion to you.

Basis of opinion

We have carried out the procedures we considered necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated financial statements and that the abbreviated financial statements to be delivered are properly prepared. The scope of our work for the purpose of this report does not include examining or dealing with events after the date of our report on the full financial statements.

Opinion

In our opinion the company is entitled to deliver abbreviated financial statements prepared in accordance with sections 246(5) and (6) of the Companies Act 1985, and the abbreviated financial statements on pages 3 to 6 are properly prepared in accordance with those provisions.

**CAUSEWAY HOUSE
1 DANE STREET
BISHOP'S STORTFORD
HERTFORDSHIRE**



**PRICE BAILEY
CHARTERED ACCOUNTANTS
AND REGISTERED AUDITORS
15 MAY 2000**

ALPHA 1 (MARKETING) LIMITED**ABBREVIATED BALANCE SHEET AT 31 DECEMBER 1999**

	Notes		1998
FIXED ASSETS			
Tangible fixed assets	2	43,566	44,848
CURRENT ASSETS			
Stocks		76,435	61,183
Debtors	3	93,072	89,105
Cash at bank and in hand		2,286	1,958
		<u>171,793</u>	<u>152,246</u>
CREDITORS: amounts falling due within one year		<u>158,578</u>	<u>152,364</u>
NET CURRENT ASSETS/(LIABILITIES)		13,215	(118)
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>56,781</u>	<u>44,730</u>
CREDITORS: amounts falling due after more than one year	4	25,705	29,275
		<u>£ 31,076</u>	<u>£ 15,455</u>
CAPITAL AND RESERVES			
Called up share capital	5	100	100
Profit and loss account		30,976	15,355
EQUITY SHAREHOLDERS FUNDS		<u>£ 31,076</u>	<u>£ 15,455</u>

The financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities (effective March 1999).

The abbreviated financial statements on pages 3 to 6 were approved by the board of directors on 10.5.2000 and signed on its behalf by:

x
L E Brook Esq
Chairman



The notes on pages 4 to 6 form part of these financial statements.

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 1999

1 ACCOUNTING POLICIES

Accounting convention and standards

The financial statements are prepared in accordance with the Financial Reporting Standard for Smaller Entities (effective March 1999) and under the historical cost convention.

Turnover

Turnover represents the amount derived from the provision of goods and services falling within the company's activities.

Depreciation

Depreciation of fixed assets is calculated to write off their cost or valuation less any residual value over their estimated useful lives as follows:

Equipment	15% per annum on the reducing balance
Motor vehicles	25% per annum on the reducing balance
Fixtures and fittings	15% per annum on the reducing balance

Leases and hire purchase contracts

Tangible fixed assets acquired under finance leases and hire purchase contracts are capitalised at the estimated fair value at the date of inception of each lease or contract. The total finance charges are allocated over the period of the lease in such a way as to give a reasonably constant charge on the outstanding liability.

Rentals paid under operating leases are charged to income as incurred.

Stocks

Stocks are valued at the lower of cost and net realisable value. Cost is computed on a first in first out basis. Net realisable value is based on estimated selling price less the estimated cost of disposal.

Deferred taxation

Deferred taxation is provided on the liability method in respect of the taxation effect of all timing differences to the extent that tax liabilities are likely to crystallise in the foreseeable future.

Foreign currencies

Transactions expressed in foreign currencies are translated into sterling and recorded at rates of exchange approximating to those ruling at the date of the transaction. Monetary assets and liabilities are translated at rates ruling at the balance sheet date. All differences are taken to the profit and loss account.

Defined contribution pension scheme

Contributions to a money purchase scheme are charged to the profit and loss account as they become payable in accordance with the rules of the scheme.

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 1999

2 FIXED ASSETS

		Tangible assets
Cost or valuation		
1 January 1999		67,825
Additions		10,491
Disposals		(9,799)
		<u>68,517</u>
31 December 1999		<u>68,517</u>
Depreciation		
1 January 1999		22,977
Charge for year		6,606
Disposals		(4,632)
		<u>24,951</u>
31 December 1999		<u>24,951</u>
Net book value		
31 December 1999		£ 43,566
		<u>43,566</u>
31 December 1998		£ 44,848
		<u>44,848</u>

3 DEBTORS

		1998
Amounts falling due within one year	£ 93,072	£ 89,105
	<u>93,072</u>	<u>89,105</u>

4 CREDITORS:

		1998
Creditors include the following amounts:		
Aggregate amount falling due after more than 5 years	£ Nil	£ 2,500
	<u>Nil</u>	<u>2,500</u>
Secured creditors		
Aggregate amount of secured creditors	£ 64,588	£ 49,662
	<u>64,588</u>	<u>49,662</u>

The above figure represents the aggregate amount of all creditors in the company's balance sheet in respect of which security has been given by the company.

NOTES TO THE ABBREVIATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 1999

5 CALLED UP SHARE CAPITAL

	Number of shares	£	Number of shares	1998 £
Authorised share capital				
Ordinary shares of £1 each	100	100	100	100
Allotted called up and fully paid				
Ordinary shares of £1 each	100	100	100	100

6 DIRECTORS INTERESTS AND LOANS

Loans

The company has loans payable to directors and their associates as follows:

		1998
Amounts due to directors		
L E Brook Esq	£ 30,660	£ 34,653

There are no formal terms for this loan, which is interest free and repayable on demand.