

ALPHA 1 MARKETING LTD

UNAUDITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2010

FRIDAY



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30/09/2011

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COMPANIES HOUSE

ALPHA 1 MARKETING LTD
REGISTERED NUMBER 01649582

ABBREVIATED BALANCE SHEET
AS AT 31 DECEMBER 2010

| | Note | £ | 2010 £ | £ | 2009 £ |
|---|------|------------------|-----------------|------------------|----------------|
| FIXED ASSETS | | | | | |
| Tangible assets | 2 | | 18,453 | | 23,582 |
| CURRENT ASSETS | | | | | |
| Stocks | | 61,457 | | 61,961 | |
| Debtors | 3 | 44,995 | | 49,682 | |
| Cash at bank and in hand | | 2,162 | | 2,162 | |
| | | <u>108,614</u> | | <u>113,805</u> | |
| CREDITORS: amounts falling due within one year | 4 | <u>(121,782)</u> | | <u>(122,653)</u> | |
| NET CURRENT LIABILITIES | | | <u>(13,168)</u> | | <u>(8,848)</u> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | <u>5,285</u> | | <u>14,734</u> |
| CREDITORS amounts falling due after more than one year | | | - | | (4,949) |
| PROVISIONS FOR LIABILITIES | | | | | |
| Deferred tax | | | - | | (142) |
| NET ASSETS | | | <u>5,285</u> | | <u>9,643</u> |
| CAPITAL AND RESERVES | | | | | |
| Called up share capital | 5 | | 100 | | 100 |
| Profit and loss account | | | <u>5,185</u> | | <u>9,543</u> |
| SHAREHOLDERS' FUNDS | | | <u>5,285</u> | | <u>9,643</u> |

The director considers that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act

The director acknowledges his responsibility for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 December 2010 and of its loss for the year then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf on 29-9-2011

L E Brook Esq
Director



The notes on pages 2 to 4 form part of these financial statements

ALPHA 1 MARKETING LTD

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2 Turnover

Turnover comprises revenue recognised by the company in respect of goods and services supplied within the principal activity of printed advertising and exhibition materials agents, during the year, exclusive of Value Added Tax and trade discounts

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

| | |
|---------------------|------------------------|
| Plant & machinery | - 15% reducing balance |
| Motor vehicles | - 25% reducing balance |
| Fixtures & fittings | - 15% reducing balance |

1.4 Leasing and hire purchase

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible fixed assets. Assets acquired by finance lease are depreciated over the shorter of the lease term and their useful lives. Assets acquired by hire purchase are depreciated over their useful lives. Finance leases are those where substantially all of the benefits and risks of ownership are assumed by the company. Obligations under such agreements are included in creditors net of the finance charge allocated to future periods. The finance element of the rental payment is charged to the Profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period.

1.5 Stocks and work in progress

Stocks and work in progress are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

1.6 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation.

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse.

Deferred tax assets and liabilities are not discounted.

ALPHA 1 MARKETING LTD

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

1. ACCOUNTING POLICIES (continued)

1.7 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction

Exchange gains and losses are recognised in the Profit and loss account

1.8 Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the year

2 TANGIBLE FIXED ASSETS

| | £ |
|--|--------|
| Cost | |
| At 1 January 2010 and 31 December 2010 | 88,893 |
| Depreciation | |
| At 1 January 2010 | 65,311 |
| Charge for the year | 5,129 |
| At 31 December 2010 | 70,440 |
| Net book value | |
| At 31 December 2010 | 18,453 |
| At 31 December 2009 | 23,582 |

3. DEBTORS

Trade debtors are shown net of proceeds from factoring of £42,300 (2009 28,916) These debts have been transferred without recourse

4. CREDITORS

Amounts falling due within one year

The hire purchase creditors are secured on the assets to which they relate The bank borrowings are secured by a charge over the company's assets and the directors private home

ALPHA 1 MARKETING LTD

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2010**

5. SHARE CAPITAL

| | 2010 £ | 2009 £ |
|---|-----------|-----------|
| Allotted, called up and fully paid | | |
| 100 Ordinary shares of £1 each | 100 | 100 |

6 DIRECTOR'S BENEFITS ADVANCES, CREDIT AND GUARANTEES

During the year L E Brook Esq repaid the balance owed to the company The balance outstanding at year end was £nil (2009 £3,982) The maximum balance outstanding during the year was £3,982 Interest of £nil (2009 £nil) was charged by the company on this loan