

ALPHA 1 (MARKETING) LIMITED

**Company Registration Number:
01649582 (England and Wales)**

Abbreviated (Unaudited) Accounts

Period of accounts

Start date: 01st January 2012

End date: 31st December 2012

SUBMITTED

ALPHA 1 (MARKETING) LIMITED

Company Information for the Period Ended 31st December 2012

Director:	L E Brook
Company secretary:	Mrs J M Brook
Registered office:	Silver End Tilbury Road, Ovington Sudbury Suffolk CO10 8JZ
Company Registration Number:	01649582 (England and Wales)

ALPHA 1 (MARKETING) LIMITED

Abbreviated Balance sheet As at 31st December 2012

	Notes	2012 £	2011 £
Fixed assets			
Tangible assets:	6	10,657	14,492
Total fixed assets:		<u>10,657</u>	<u>14,492</u>
Current assets			
Stocks:		74,242	65,252
Debtors:	7	48,950	38,373
Cash at bank and in hand:		2,412	1,912
Total current assets:		<u>125,604</u>	<u>105,537</u>
Creditors			
Creditors: amounts falling due within one year	8	133,824	114,992
Net current assets (liabilities):		<u>(8,220)</u>	<u>(9,455)</u>
Total assets less current liabilities:		<u>2,437</u>	<u>5,037</u>
Total net assets (liabilities):		<u><u>2,437</u></u>	<u><u>5,037</u></u>

The notes form part of these financial statements

ALPHA 1 (MARKETING) LIMITED

Abbreviated Balance sheet As at 31st December 2012 continued

	Notes	2012 £	2011 £
Capital and reserves			
Called up share capital:	10	100	100
Profit and Loss account:		2,337	4,937
Total shareholders funds:		<u>2,437</u>	<u>5,037</u>

For the year ending 31 December 2012 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

The financial statements were approved by the Board of Directors on 17 September 2013

SIGNED ON BEHALF OF THE BOARD BY:

Name: L E Brook
Status: Director

The notes form part of these financial statements

ALPHA 1 (MARKETING) LIMITED

Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

1. Accounting policies

Basis of measurement and preparation of accounts

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover policy

Turnover comprises revenue earned by the company in respect of goods supplied, exclusive of Value Added Tax and trade discounts.

Tangible fixed assets depreciation policy

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 and machinery - 15% reducing balance, Motor vehicles - 25% reducing balance, Fixtures & fittings - 15% reducing balance.

Other accounting policies

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. 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. Costs includes all direct costs. Deferred taxation Full provision is made for deferred taxation 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 assets 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. 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.

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Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

6. Tangible assets

	Total
Cost	£
At 01st January 2012:	88,893
Additions:	1,645
Disposals:	14,995
At 31st December 2012:	75,543
Depreciation	
At 01st January 2012:	74,401
Charge for year:	2,811
On disposals:	12,326
At 31st December 2012:	64,886
Net book value	
At 31st December 2012:	10,657
At 31st December 2011:	14,492

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Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

7. Debtors

	2012	2011
	£	£
Trade debtors:	40,180	24,361
Other debtors:	892	271
Prepayments and accrued income:	7,878	13,741
Total:	<u>48,950</u>	<u>38,373</u>

Trade debtors are shown net of proceeds from factoring of £54,114 (2011: £41,979). These debts have been transferred without recourse.

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Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

8. Creditors: amounts falling due within one year

	2012	2011
	£	£
Bank loans and overdrafts:	42,084	45,359
Trade creditors:	60,199	52,921
Taxation and social security:	16,549	12,948
Accruals and deferred income:	2,000	775
Other creditors:	12,992	2,989
Total:	<u>133,824</u>	<u>114,992</u>

The bank borrowings are secured by a charge over the company's assets and the director's private home.

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Notes to the Abbreviated Accounts for the Period Ended 31st December 2012

10. Called up share capital

Allotted, called up and paid

Previous period			2011
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	100	1.00	100
Total share capital:			100
Current period			2012
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	100	1.00	100
Total share capital:			100

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