

# **ALPHA 1 (MARKETING) LIMITED**

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

## **Abbreviated (Unaudited) Accounts**

### **Period of accounts**

**Start date: 01st January 2014**

**End date: 31st December 2014**

**SUBMITTED**

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# **ALPHA 1 (MARKETING) LIMITED**

## **Company Information for the Period Ended 31st December 2014**

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

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# ALPHA 1 (MARKETING) LIMITED

## Abbreviated Balance sheet As at 31st December 2014

	Notes	2014 £	2013 £
<b>Fixed assets</b>			
Tangible assets:	5	5,755	8,465
<b>Total fixed assets:</b>		<u>5,755</u>	<u>8,465</u>
<b>Current assets</b>			
Stocks:		77,727	75,351
Debtors:	6	30,167	28,981
Cash at bank and in hand:		1,512	1,912
<b>Total current assets:</b>		<u>109,406</u>	<u>106,244</u>
<b>Creditors</b>			
Creditors: amounts falling due within one year	7	122,681	123,255
<b>Net current assets (liabilities):</b>		<u>( 13,275 )</u>	<u>( 17,011 )</u>
<b>Total assets less current liabilities:</b>		<u>( 7,520 )</u>	<u>( 8,546 )</u>
<b>Total net assets (liabilities):</b>		<u><u>( 7,520 )</u></u>	<u><u>( 8,546 )</u></u>

The notes form part of these financial statements

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# ALPHA 1 (MARKETING) LIMITED

## Abbreviated Balance sheet As at 31st December 2014 continued

	Notes	2014 £	2013 £
<b>Capital and reserves</b>			
Called up share capital:	9	100	100
Profit and Loss account:		( 7,620 )	( 8,646 )
<b>Total shareholders funds:</b>		<u>( 7,520 )</u>	<u>( 8,546 )</u>

For the year ending 31 December 2014 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 27 September 2015

### SIGNED ON BEHALF OF THE BOARD BY:

Name: L E Brook

Status: Director

The notes form part of these financial statements

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# **ALPHA 1 (MARKETING) LIMITED**

## **Notes to the Abbreviated Accounts for the Period Ended 31st December 2014**

### **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.

#### **Valuation information and policy**

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.

#### **Other accounting policies**

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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# ALPHA 1 (MARKETING) LIMITED

## Notes to the Abbreviated Accounts for the Period Ended 31st December 2014

### 5. Tangible assets

	<b>Total</b>
<b>Cost</b>	<b>£</b>
At 01st January 2014:	75,543
Additions:	1,700
Disposals:	30,220
At 31st December 2014:	47,023
<b>Depreciation</b>	
At 01st January 2014:	67,078
Charge for year:	1,385
On disposals:	27,195
At 31st December 2014:	41,268
<b>Net book value</b>	
At 31st December 2014:	5,755
At 31st December 2013:	8,465

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# ALPHA 1 (MARKETING) LIMITED

## Notes to the Abbreviated Accounts for the Period Ended 31st December 2014

### 6. Debtors

	2014 £	2013 £
Trade debtors:	17,276	18,478
Other debtors:	3,355	3,612
Prepayments and accrued income:	9,536	6,891
<b>Total:</b>	<b><u>30,167</u></b>	<b><u>28,981</u></b>

Trade debtors are shown net of proceeds from factoring of £ 48,274 (2013: £39,261). These debts have been transferred without recourse.

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# ALPHA 1 (MARKETING) LIMITED

## Notes to the Abbreviated Accounts for the Period Ended 31st December 2014

### 7. Creditors: amounts falling due within one year

	2014 £	2013 £
Bank loans and overdrafts:	32,727	40,502
Trade creditors:	63,867	53,845
Taxation and social security:	11,098	13,919
Accruals and deferred income:	2,000	2,000
Other creditors:	12,989	12,989
<b>Total:</b>	<b><u>122,681</u></b>	<b><u>123,255</u></b>

The bank borrowings are secured by a charge over the company's assets and the director's private home. Included within other creditors is a loan to the company of £12,400 (2013: £12,400) from Mrs J M Brook (wife of LE Brook, director).

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# ALPHA 1 (MARKETING) LIMITED

## Notes to the Abbreviated Accounts for the Period Ended 31st December 2014

### 9. Called up share capital

Allotted, called up and paid

Previous period			2013
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	100	1.00	100
Total share capital:			<u>100</u>
Current period			2014
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	100	1.00	100
Total share capital:			<u>100</u>

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