

Company Registration No. 1649582 (England and Wales)

ALPHA 1 (MARKETING) LTD
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2004



ALPHA 1 (MARKETING) LTD

CONTENTS

	Page
Abbreviated balance sheet	1 - 2
Notes to the abbreviated accounts	3 - 4

ALPHA 1 (MARKETING) LTD

ABBREVIATED BALANCE SHEET AS AT 31 DECEMBER 2004

	Notes	2004 £	£	2003 £	£
Fixed assets					
Tangible assets	2		38,877		48,153
Current assets					
Stocks		94,424		95,104	
Debtors		55,778		63,831	
Cash at bank and in hand		1,459		1,336	
		<u>151,661</u>		<u>160,271</u>	
Creditors: amounts falling due within one year		<u>(122,663)</u>		<u>(138,737)</u>	
Net current assets			28,998		21,534
Total assets less current liabilities			<u>67,875</u>		<u>69,687</u>
Creditors: amounts falling due after more than one year	3		<u>(4,051)</u>		<u>(16,417)</u>
			<u>63,824</u>		<u>53,270</u>
Capital and reserves					
Called up share capital	4		100		100
Profit and loss account			63,724		53,170
Shareholders' funds			<u>63,824</u>		<u>53,270</u>

ALPHA 1 (MARKETING) LTD

ABBREVIATED BALANCE SHEET (CONTINUED) AS AT 31 DECEMBER 2004

In preparing these abbreviated accounts:

- (a) The director is of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985;
- (b) No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- (c) The director acknowledges his responsibilities for:
 - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and
 - (ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of Section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The financial statements were approved by the Board on 29.7.05



.....
L E Brook Esq
Director

ALPHA 1 (MARKETING) LTD

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2004

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective June 2002).

1.2 Turnover

Turnover represents amounts receivable for goods and services net of VAT 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 less estimated residual value of each asset over its expected useful life, as follows:

Plant and machinery	15% per annum on the reducing balance
Fixtures, fittings & equipment	15% per annum on the reducing balance
Motor vehicles	25% per annum on the reducing balance

1.4 Stock and work in progress

Stock and work in progress are valued at the lower of cost and net realisable value.

1.5 Pensions

The pension costs charged in the financial statements represent the contributions payable by the company during the year in accordance with the FRSSE.

1.6 Deferred taxation

The accounting policy in respect of deferred tax reflects the requirements of the Financial Reporting Standard for Smaller Entities (effective June 2002). Deferred tax is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

1.7 Foreign currency translation

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

ALPHA 1 (MARKETING) LTD

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2004

2 Fixed assets

	Tangible assets £
Cost	
At 1 January 2004	83,075
Additions	1,123
	<hr/>
At 31 December 2004	84,198
	<hr/>
Depreciation	
At 1 January 2004	34,922
Charge for the year	10,399
	<hr/>
At 31 December 2004	45,321
	<hr/>
Net book value	
At 31 December 2004	38,877
	<hr/> <hr/>
At 31 December 2003	48,153
	<hr/> <hr/>

3 Creditors: amounts falling due after more than one year

The aggregate amount of creditors for which security has been given amounted to £19,564 (2003 - £54,056).

	2004 £	2003 £
4 Share capital		
Authorised		
100 Ordinary shares of £1 each	100	100
	<hr/> <hr/>	<hr/> <hr/>
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	100	100
	<hr/> <hr/>	<hr/> <hr/>