

2023720

SURPRISE MARKETING LIMITED**DIRECTORS' REPORT AND ACCOUNTS**

For the year ending 30 April 2007

REPORT

The directors present their report and accounts for the year ending 30 April 2007 which do not require an audit.

DIRECTORS

The directors who served during the year are shown below with a note of their interest in shares.

	2007 (£1 shares)	2006 (£1 shares)
R Highfield	400	400
M R Highfield	100	100

ACTIVITIES

The main activities of the company remain that of Marketing, Design, Manufacture and Distribution of Toys and Games

The directors consider the results to be satisfactory.

The directors' report has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

For and on behalf of the board

R Highfield Director

REGISTERED NUMBER 2023720

REGISTERED OFFICE 4 Kirkham Close, Reading, RG4 6RD

TUESDAY



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COMPANIES HOUSE

SURPRISE MARKETING LIMITED

PROFIT AND LOSS ACCOUNT

For the year ending 30 April 2007

	2007 £	2006 £
TURNOVER	51732	29731
Administration Expenses	<u>49731</u>	<u>30990</u>
PROFIT/(LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION	2001	-1259
Tax on profit on ordinary activities	<u>0</u>	<u>0</u>
PROFIT/(LOSS) ON ORDINARY ACTIVITIES AFTER TAXATION	2001	-1259
Dividends	0	0
RETAINED PROFIT/(LOSS) FOR YEAR	2001	-1259
Retained profit/loss brought forward	<u>379</u>	<u>1638</u>
RETAINED PROFIT CARRIED FORWARD	2380	379

SURPRISE MARKETING LIMITED

BALANCE SHEET as at 30 April 2007

	2007		2006
	£	£	£
FIXED ASSETS			
Tangible Assets		342	380
CURRENT ASSETS			
Trade Debtors' amounts falling due within one year	49		6120
Other Debtors	1000		1000
Bank	1285		0
Stock	<u>1277</u>		<u>2223</u>
	3611		9343
CREDITORS' amounts falling due within one year	1073		8844
NET CURRENT ASSETS		2538	
			<u>499</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>2880</u>	<u>879</u>
CAPITAL AND RESERVES			
Called up share capital		500	500
Profit and Loss account		<u>2380</u>	<u>379</u>
Shareholders funds - all equity interests		<u>2880</u>	<u>879</u>

SURPRISE MARKETING LIMITED

BALANCE SHEET as at 30 April 2007

STATEMENT BY THE DIRECTORS

For the year ending 30 April 2007 the company is entitled to the exemption conferred by subsection (1) of section 249A of the Companies Act 1985.

No notice from members requiring an audit has been deposited under subsection (2) of section 249B of the Companies Act 1985 in relation to the company's accounts for the current financial year.

The directors acknowledge their responsibilities for:-

ensuring that the company keeps accounting records which comply with section 221 of the Companies Act 1985.

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 its profit or loss for the financial year in accordance with the requirements of section 226 of the Companies Act 1985, and which otherwise comply with the requirements of the Act relating to the accounts, so far as applicable to the company

The financial statements have been prepared in accordance with the special provisions of Part V11 of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for smaller entities (effective January 2005).

.. R. (H) L. (i) Director

.. M. R. Hignfield Director

SURPRISE MARKETING LIMITED

Notes to, and forming part of, the financial statements for the year ending 30 April 2007

PRINCIPAL ACCOUNTING POLICIES

The accounts have been prepared under historical cost convention and in accordance with the Financial Reporting Standard for smaller entities (effective January 2005)

DEPRECIATION

Depreciation is calculated so as to write off the cost of tangible assets over their expected lives at the following rates Equipment 10% reducing balance. Tooling 33% straight line Computer 25% straight line

STOCKS

Stocks on hand are valued by the Directors at the lower of cost or market value on a first in, first out basis and net realisable value.

TURNOVER

Turnover, which excludes Value Added Tax represents the net invoiced value of goods and services supplied.

DIRECTORS REMUNERATION

2007 £13750 2006 NIL

TANGIBLE FIXED ASSETS

There were no additions to the tangible fixed assets during the year. Cost remained at £12,591 The charge for depreciation was £38. The accumulated depreciation totals £12,249.

TAXATION

The charge for the year is £nil (2006 - £nil).

CREDITORS	2007	2006
	£	£
Bank overdraft	0	6819
Corporation Tax	0	0
Trade Creditors	<u>1073</u>	<u>2025</u>
	<u>1073</u>	<u>8844</u>
CAPITAL		
Authorised 1,000 Ordinary shares of £1 each 1000		1000
Allotted: 500 Ord shares of £1 each fully paid 500		500

RELATED PARTY TRANSACTIONS

The directors R & M R Highfield have control of the company and have jointly guaranteed the bank overdraft of the company

SURPRISE MARKETING LTD

CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE UNAUDITED FINANCIAL STATEMENTS OF SURPRISE MARKETING LTD

In accordance with the engagement letter, and in order to assist you to fulfil your duties under the Companies Act 1985, we have compiled the financial statements of Surprise Marketing Ltd for the period ended 30 April 2007, set out on pages 3 to 6 from the accounting records and information and explanations you have given us.

This report is made to the company's board of directors, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the company's board of directors that we have done so, and state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's board of directors, as a body, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the completion of financial statements

You have acknowledged on the balance sheet for the period ended 30 April 2007 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 1985. You consider that the company is exempt from the statutory requirement for an audit for the year

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

EDWIN SMITH,

Chartered Accountants,

Ed-Sm
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25/2/2008

32 Queens Road,
Reading,
Berkshire,
RG1 4AU