

Company Registration No. 2117175 (England and Wales)

MARKETMAN MARKETING LIMITED
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 1999



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MARKETMAN MARKETING LIMITED

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MARKETMAN MARKETING LIMITED

COMPANY INFORMATION

Directors	W F Hawkins D Hawkins J A Gravell
Secretary	J A Gravell
Company number	2117175
Registered office	Holmthorpe Industrial Estate Redhill Surrey RH1 1LH
Accountants	Evans Mockler Highstone House, 165 High Street Barnet Hertfordshire EN5 5SU
Business address	Holmthorpe Industrial Estate Redhill Surrey RH1 1LH

MARKETMAN MARKETING LIMITED

DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 1999

The directors present their report and financial statements for the year ended 31 March 1999.

Principal activities

The principal activity of the company continued to be that of advertising and market research.

Directors

The following directors have held office since 1 April 1998:

W F Hawkins
D Hawkins
J A Gravell

Directors' interests

The directors' beneficial interests in the shares of the company were as stated below:

	Ordinary shares of £1 each of £1 each	
	31 March 1999	1 April 1998
W F Hawkins	8,000	8,000
D Hawkins	1,000	1,000
J A Gravell	1,000	1,000

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

By order of the board



J A Gravell
Director
7 July 1999

MARKETMAN MARKETING LIMITED

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 1999

	Notes	1999 £	1998 £
Turnover		6,923	5,700
Cost of sales		-	(500)
Gross profit		<u>6,923</u>	<u>5,200</u>
Administrative expenses		(23,087)	(28,309)
Operating loss	2	<u>(16,164)</u>	<u>(23,109)</u>
Other interest receivable and similar income	3	94	-
Interest payable and similar charges	4	(862)	(2,069)
Loss on ordinary activities before taxation		<u>(16,932)</u>	<u>(25,178)</u>
Tax on loss on ordinary activities	5	-	-
Loss on ordinary activities after taxation	11	<u><u>(16,932)</u></u>	<u><u>(25,178)</u></u>

The profit and loss account has been prepared on the basis that all operations are continuing operations.

There are no recognised gains and losses other than those passing through the profit and loss account.

MARKETMAN MARKETING LIMITED

BALANCE SHEET AS AT 31 MARCH 1999

	Notes	1999 £	£	1998 £	£
Fixed assets					
Tangible assets	6		10,278		13,705
Current assets					
Debtors	7	3,370		8,068	
		<u>3,370</u>		<u>8,068</u>	
Creditors: amounts falling due within one year	8	<u>(66,888)</u>		<u>(58,081)</u>	
Net current liabilities			<u>(63,518)</u>		<u>(50,013)</u>
Total assets less current liabilities			<u>(53,240)</u>		<u>(36,308)</u>
Capital and reserves					
Called up share capital	10		10,000		10,000
Profit and loss account	11		<u>(63,240)</u>		<u>(46,308)</u>
Shareholders' funds - equity interests	12		<u>(53,240)</u>		<u>(36,308)</u>

In preparing these financial statements:

- The directors are of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985;
- No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- The directors acknowledge their responsibilities for:
 - ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and
 - 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 financial statements 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 7 July 1999


W F Hawkins
Director

MARKETMAN MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 1999

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.

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	25% on cost
Motor vehicles	25% on cost

1.4 Leasing and hire purchase commitments

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible assets and depreciated over the shorter of the lease term and their useful lives. 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 Pensions

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

1.6 Deferred taxation

Deferred taxation is provided at appropriate rates on all timing differences using the liability method only to the extent that, in the opinion of the directors, there is a reasonable probability that a liability or asset will crystallise in the foreseeable future.

2 Operating loss	1999	1998
	£	£
Operating loss is stated after charging:		
Depreciation of tangible assets	3,426	4,568
Directors' emoluments	12,795	13,205
	<u> </u>	<u> </u>
 3 Other interest receivable and similar income	 1999	 1998
	£	£
Bank interest	94	-
	<u> </u>	<u> </u>

MARKETMAN MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 1999

4	Interest payable	1999 £	1998 £
	Hire purchase interest	451	1,022

5 Taxation

6 Tangible fixed assets

	Plant and machinery etc £
Cost	
At 1 April 1998 & at 31 March 1999	27,370
Depreciation	
At 1 April 1998	13,666
Charge for the year	3,426
At 31 March 1999	17,092
Net book value	
At 31 March 1999	10,278
At 31 March 1998	13,705

Included above are assets held under finance leases or hire purchase contracts as follows:

Net book values
At 31 March 1999

Depreciation charge for the year
31 March 1999

MARKETMAN MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 1999

7 Debtors	1999 £	1998 £
Trade debtors	2,020	6,698
Other debtors	1,350	1,370
	<u>3,370</u>	<u>8,068</u>

8 Creditors: amounts falling due within one year	1999 £	1998 £
Bank loans and overdrafts	2,170	19,440
Net obligations under hire purchase contracts	-	3,041
Trade creditors	9	49
Taxation and social security	3,237	1,645
Other creditors	61,472	33,906
	<u>66,888</u>	<u>58,081</u>

Net obligations under finance leases and hire purchase contracts

Repayable within one year	-	-
Finance charges and interest allocated to future accounting periods	-	-
	<u>-</u>	<u>-</u>

9 Pension costs

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £2000 (1998 - £2205).

10 Share capital	1999 £	1998 £
Authorised		
10,000 Ordinary shares of £1 each of £1 each	<u>10,000</u>	<u>10,000</u>
Allotted, called up and fully paid		
10,000 Ordinary shares of £1 each of £1 each	<u>10,000</u>	<u>10,000</u>

MARKETMAN MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 1999

11 Statement of movements on profit and loss account

	Profit and loss account £
Balance at 1 April 1998	(46,308)
Retained loss for the year	(16,932)
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Balance at 31 March 1999	(63,240)
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12 Reconciliation of movements in shareholders' funds

	1999 £	1998 £
Loss for the financial year	(16,932)	(25,178)
Opening shareholders' funds	(36,308)	(11,130)
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Closing shareholders' funds	(53,240)	(36,308)
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