

Company Registration No 03474848 (England and Wales)

**THE MARKETING IMPLEMENTATION COMPANY LIMITED**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2012**

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23/12/2013

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**THE MARKETING IMPLEMENTATION COMPANY LIMITED**

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# THE MARKETING IMPLEMENTATION COMPANY LIMITED

## ABBREVIATED BALANCE SHEET

AS AT 31 DECEMBER 2012

	Notes	2012 £	£	2011 £	£
<b>Current assets</b>					
Debtors		134,984		152,984	
Cash at bank and in hand		18,477		516	
		<u>153,461</u>		<u>153,500</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(117,360)</u>		<u>(115,360)</u>	
<b>Total assets less current liabilities</b>			<u>36,101</u>		<u>38,140</u>
<b>Capital and reserves</b>					
Called up share capital	2		2		2
Profit and loss account			<u>36,099</u>		<u>38,138</u>
<b>Shareholders' funds</b>			<u>36,101</u>		<u>38,140</u>

For the financial year ended 31 December 2012 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

### Director's responsibilities

- The member has not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476,
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime

Approved by the Board for issue on 23.12.2013

Director

Company Registration No 03474848

# THE MARKETING IMPLEMENTATION COMPANY LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS

**FOR THE YEAR ENDED 31 DECEMBER 2012**

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### **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 April 2008)

#### **1.2 Compliance with accounting standards**

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

#### **1.3 Turnover**

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

### **2 Share capital**

	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
<b>Allotted, called up and fully paid</b>		
2 Ordinary of £1 each	<u>2</u>	<u>2</u>