

REGISTERED NUMBER: 04026211 (England and Wales)

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2011**

**FOR**

**DAISYBELL MARKETING LIMITED**





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**FOR THE YEAR ENDED 31 DECEMBER 2011**

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**DAISYBELL MARKETING LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 DECEMBER 2011**

**DIRECTOR:** Miss L Forsyth

**REGISTERED OFFICE:** Plaza Building  
102 Lee High Road  
Lewisham  
London  
SE13 5PT

**REGISTERED NUMBER:** 04026211 (England and Wales)

**ACCOUNTANTS:** Andrew Cross & Co.  
Plaza Building  
Lee High Road  
Lewisham  
London  
SE13 5PT



**DAISYBELL MARKETING LIMITED (REGISTERED NUMBER: 04026211)**

**ABBREVIATED BALANCE SHEET**

**31 DECEMBER 2011**

	Notes	2011 £	£	2010 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		2,886		3,848
<b>CURRENT ASSETS</b>					
Stocks		14,347		11,571	
Debtors		6,854		6,401	
Cash at bank and in hand		7,839		6,194	
		29,040		24,166	
<b>CREDITORS</b>					
Amounts falling due within one year		6,939		3,498	
<b>NET CURRENT ASSETS</b>			22,101		20,668
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			24,987		24,516
<b>CREDITORS</b>					
Amounts falling due after more than one year			26,696		28,134
<b>NET LIABILITIES</b>			(1,709)		(3,618)
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		1		1
Profit and loss account			(1,710)		(3,619)
<b>SHAREHOLDERS' FUNDS</b>			(1,709)		(3,618)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2011

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2011 in accordance with Section 476 of the Companies Act 2006

The director acknowledges her responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The notes form part of these abbreviated accounts

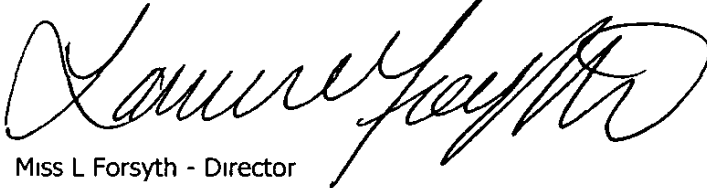


**DAISYBELL MARKETING LIMITED (REGISTERED NUMBER: 04026211)**

**ABBREVIATED BALANCE SHEET - continued**  
**31 DECEMBER 2011**

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the director on 17 August 2012 and were signed by.

A handwritten signature in black ink, appearing to read 'Laure Forsyth', written in a cursive style.

Miss L Forsyth - Director

The notes form part of these abbreviated accounts



**DAISYBELL MARKETING LIMITED (REGISTERED NUMBER: 04026211)**

**NOTES TO THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2011**

**1 ACCOUNTING POLICIES**

**Accounting convention**

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**

Turnover represents shop sales made in the period, excluding value added tax

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Plant and machinery etc - 25% on reducing balance

**Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

**2 TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 January 2011	
and 31 December 2011	5,131
<b>DEPRECIATION</b>	
At 1 January 2011	1,283
Charge for year	962
At 31 December 2011	2,245
<b>NET BOOK VALUE</b>	
At 31 December 2011	2,886
At 31 December 2010	3,848

**3 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid Number	Class:	Nominal value	2011 £	2010 £
1	Ordinary	£1	1	1

**4 ULTIMATE CONTROLLING PARTY**

The controlling party is Miss L Forsyth