

REGISTERED NUMBER: 04026211 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

FOR

DAISYBELL MARKETING LIMITED

CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2012

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	4

DAISYBELL MARKETING LIMITED

COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2012

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 2012

	Notes	2012 £	£	2011 £	£
FIXED ASSETS					
Tangible assets	2		2,662		2,886
CURRENT ASSETS					
Stocks		16,847		14,347	
Debtors		6,835		6,854	
Cash at bank and in hand		<u>7,365</u>		<u>7,839</u>	
		31,047		29,040	
CREDITORS					
Amounts falling due within one year		<u>6,004</u>		<u>6,939</u>	
NET CURRENT ASSETS			<u>25,043</u>		<u>22,101</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			27,705		24,987
CREDITORS					
Amounts falling due after more than one year			<u>30,023</u>		<u>26,696</u>
NET LIABILITIES			<u>(2,318)</u>		<u>(1,709)</u>
CAPITAL AND RESERVES					
Called up share capital	3		1		1
Profit and loss account			<u>(2,319)</u>		<u>(1,710)</u>
SHAREHOLDERS' FUNDS			<u>(2,318)</u>		<u>(1,709)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2012.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2012 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

- (a) 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.
- (b)

The notes form part of these abbreviated accounts

Page 2

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DAISYBELL MARKETING LIMITED (REGISTERED NUMBER: 04026211)

ABBREVIATED BALANCE SHEET - continued
31 DECEMBER 2012

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 18 September 2013 and were signed by:

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 2012

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.

2. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2012	5,131
Additions	664
At 31 December 2012	<u>5,795</u>
DEPRECIATION	
At 1 January 2012	2,245
Charge for year	888
At 31 December 2012	<u>3,133</u>
NET BOOK VALUE	
At 31 December 2012	<u>2,662</u>
At 31 December 2011	<u>2,886</u>

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2012 £	2011 £
1	Ordinary	£1	<u>1</u>	<u>1</u>

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.