

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

**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2017**

**FOR**

**DAISYBELL MARKETING LIMITED**

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**FOR THE YEAR ENDED 31 MARCH 2017**

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**DAISYBELL MARKETING LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 MARCH 2017**

**DIRECTOR:** Miss L Forsyth-Johnson

**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

**BALANCE SHEET**  
**31 MARCH 2017**

	Notes	2017 £	£	2016 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		1,913		2,552
<b>CURRENT ASSETS</b>					
Stocks		26,327		20,544	
Debtors	5	4,172		6,356	
Cash at bank		<u>11,094</u>		<u>8,999</u>	
		41,593		35,899	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>6,503</u>		<u>1,933</u>	
<b>NET CURRENT ASSETS</b>			<u>35,090</u>		<u>33,966</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			37,003		36,518
<b>CREDITORS</b>					
Amounts falling due after more than one year	7		<u>38,950</u>		<u>36,822</u>
<b>NET LIABILITIES</b>			<u>(1,947)</u>		<u>(304)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	8		1		1
Retained earnings			<u>(1,948)</u>		<u>(305)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(1,947)</u>		<u>(304)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2017 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)

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

**BALANCE SHEET - continued**  
**31 MARCH 2017**

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the director on 10 November 2017 and were signed by:

Miss L Forsyth-Johnson - Director

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2017**

**1. STATUTORY INFORMATION**

Daisybell Marketing Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**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.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 4.

**4. TANGIBLE FIXED ASSETS**

	Plant and machinery etc £
<b>COST</b>	
At 1 April 2016 and 31 March 2017	<u>8,595</u>
<b>DEPRECIATION</b>	
At 1 April 2016	6,043
Charge for year	<u>639</u>
At 31 March 2017	<u>6,682</u>
<b>NET BOOK VALUE</b>	
At 31 March 2017	<u>1,913</u>
At 31 March 2016	<u>2,552</u>

**5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2017 £	2016 £
Other debtors	<u>4,172</u>	<u>6,356</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2017**

**6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2017	2016
	£	£
Trade creditors	2,860	250
Taxation and social security	2,428	-
Other creditors	<u>1,215</u>	<u>1,683</u>
	<u>6,503</u>	<u>1,933</u>

**7. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	2017	2016
	£	£
Other creditors	<u>38,950</u>	<u>36,822</u>

**8. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:			2017	2016
Number:	Class:	Nominal value:	£	£
1	Ordinary	£1	<u>1</u>	<u>1</u>

**9. RELATED PARTY DISCLOSURES**

**Miss L Forsyth-Johnson**  
 Director

Amounts owed to the director, not considered repayable within 12 months.

	2017	2016
	£	£
Amount due to related party at the balance sheet date	<u>38,949</u>	<u>36,822</u>

**10. ULTIMATE CONTROLLING PARTY**

The controlling party is Miss L Forsyth-Johnson.

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.