

**Abbreviated Unaudited Accounts for the Year Ended 31 December 2013**

**for**

**DAISYBELL MARKETING LIMITED**

**Contents of the Abbreviated Accounts**  
**for the Year Ended 31 December 2013**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Abbreviated Balance Sheet</b>	<b>2</b>
<b>Notes to the Abbreviated Accounts</b>	<b>4</b>

**DAISYBELL MARKETING LIMITED**

**Company Information**  
**for the Year Ended 31 December 2013**

**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

**Abbreviated Balance Sheet**  
**31 December 2013**

	Notes	2013 £	£	2012 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		2,711		2,662
<b>CURRENT ASSETS</b>					
Stocks		17,337		16,847	
Debtors		5,902		6,835	
Cash at bank and in hand		<u>7,457</u>		<u>7,365</u>	
		30,696		31,047	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>1,595</u>		<u>6,004</u>	
<b>NET CURRENT ASSETS</b>			<u>29,101</u>		<u>25,043</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			31,812		27,705
<b>CREDITORS</b>					
Amounts falling due after more than one year			<u>33,696</u>		<u>30,023</u>
<b>NET LIABILITIES</b>			<u>(1,884)</u>		<u>(2,318)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		1		1
Profit and loss account			<u>(1,885)</u>		<u>(2,319)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(1,884)</u>		<u>(2,318)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2013.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2013 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)**

**Abbreviated Balance Sheet - continued**  
**31 December 2013**

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 27 May 2014 and were signed by:

Miss L Forsyth - Director

The notes form part of these abbreviated accounts

**Notes to the Abbreviated Accounts**  
**for the Year Ended 31 December 2013**

**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 £
<b>COST</b>	
At 1 January 2013	5,795
Additions	953
At 31 December 2013	<u>6,748</u>
<b>DEPRECIATION</b>	
At 1 January 2013	3,133
Charge for year	904
At 31 December 2013	<u>4,037</u>
<b>NET BOOK VALUE</b>	
At 31 December 2013	<u>2,711</u>
At 31 December 2012	<u>2,662</u>

**3. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2013 £	2012 £
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.