PURPLE MARKET RESEARCH LIMITED ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2011

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ABBREVIATED BALANCE SHEET

AS AT 31 DECEMBER 2011

		201	1	201	0
	Notes	£	£	£	£
Fixed assets					
Tangible assets	2		8,030		6,595
Current assets					
Debtors		21,895		23,647	
Cash at bank and in hand		42,881		75,332 —————	
		64,776		98,979	
Creditors: amounts falling due with	hin				
one year		(57,510)		(80,585)	
Net current assets			7,266		18,394
Total assets less current liabilities	;		15,296		24,989
					
Capital and reserves					
Called up share capital	3		100		100
Profit and loss account			15,196		24,889
Shareholders' funds			15,296		24,989

For the financial year ended 31 December 2011 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the 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 accounts, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006

Approved by the Board and authorised for issue on 31 March 2012

Mr S Banfelt Director

Company Registration No. 04625332

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

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention

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

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Plant and machinery

25% reducing method

1.5 Pensions

1.6 Deferred taxation

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted

2 Fixed assets

	Tangible assets £
Cost	
At 1 January 2011	22,674
Additions	4,110
At 31 December 2011	26,784
Depreciation	
At 1 January 2011	16,078
Charge for the year	2,676
At 31 December 2011	18,754
Net book value	
At 31 December 2011	8,030
At 31 December 2010	6,595

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2011

3	Share capital	2011	2010
		£	£
	Allotted, called up and fully paid		
	98 Ordinary A of £1 each	98	98
	1 Ordinary B of £1 each	1	1
	1 Ordinary C of £1 each	1	1
		·-	
		100	100
			-