

Company Registration No. 04625332 (England and Wales)

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

WEDNESDAY



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PURPLE MARKET RESEARCH LIMITED

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PURPLE MARKET RESEARCH LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 DECEMBER 2011

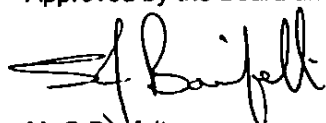
| | Notes | 2011 £ | £ | 2010 £ | £ |
|---|-------|-----------------|---------------|-----------------|---------------|
| Fixed assets | | | | | |
| Tangible assets | 2 | | 8,030 | | 6,595 |
| Current assets | | | | | |
| Debtors | | 21,895 | | 23,647 | |
| Cash at bank and in hand | | 42,881 | | 75,332 | |
| | | <u>64,776</u> | | <u>98,979</u> | |
| Creditors: amounts falling due within one year | | <u>(57,510)</u> | | <u>(80,585)</u> | |
| Net current assets | | | 7,266 | | 18,394 |
| Total assets less current liabilities | | | <u>15,296</u> | | <u>24,989</u> |
| Capital and reserves | | | | | |
| Called up share capital | 3 | | 100 | | 100 |
| Profit and loss account | | | 15,196 | | 24,889 |
| Shareholders' funds | | | <u>15,296</u> | | <u>24,989</u> |

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 Barfelt
Director

Company Registration No. 04625332

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

1.1 Accounting convention

1.2 Compliance with accounting standards

1.3 Turnover

1.4 Tangible fixed assets and depreciation

Plant and machinery

1.5 Pensions

1.6 Deferred taxation

2 Fixed assets

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

PURPLE MARKET RESEARCH LIMITED

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 |
| | | <hr/> | <hr/> |
| | | 100 | 100 |
| | | <hr/> | <hr/> |