

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 30 JUNE 2014**

**FOR**

**EAST END COSMETICS LIMITED**

**CONTENTS OF THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 30 JUNE 2014**

	<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>

**EAST END COSMETICS LIMITED**

**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 30 JUNE 2014**

**DIRECTORS:** S Bhanji  
A Bhanji

**SECRETARY:** S Bhanji

**REGISTERED OFFICE:** 131 Middlesex Street  
London  
E1 7JS

**REGISTERED NUMBER:** 04812353

**ACCOUNTANTS:** Macalvins Limited  
Chartered Accountants  
7 St John's Road  
Harrow  
Middlesex  
HA1 2EY

**EAST END COSMETICS LIMITED (REGISTERED NUMBER: 04812353)**

**ABBREVIATED BALANCE SHEET  
30 JUNE 2014**

	Notes	30.6.14 £	£	30.6.13 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		216,271		185,774
Tangible assets	3		<u>35,990</u>		<u>25,157</u>
			252,261		210,931
<b>CURRENT ASSETS</b>					
Stocks		449,379		448,168	
Debtors		256,974		169,563	
Cash in hand		<u>-</u>		<u>12,158</u>	
		706,353		629,889	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>734,726</u>		<u>604,575</u>	
<b>NET CURRENT (LIABILITIES)/ASSETS</b>			<u>(28,373)</u>		<u>25,314</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			223,888		236,245
<b>CREDITORS</b>					
Amounts falling due after more than one year			<u>109,790</u>		<u>127,329</u>
<b>NET ASSETS</b>			<u>114,098</u>		<u>108,916</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		25,000		25,000
Profit and loss account			<u>89,098</u>		<u>83,916</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>114,098</u>		<u>108,916</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2014 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their 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

**ABBREVIATED BALANCE SHEET - continued**  
**30 JUNE 2014**

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 Board of Directors on 31 March 2015 and were signed on its behalf by:

S Bhanji - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 30 JUNE 2014

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 net invoiced sales of goods, excluding value added tax.

**Goodwill**

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life of 20 years.

**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% reducing balance and 25% Straight line

**Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

2. INTANGIBLE FIXED ASSETS

	Total £
<b>COST</b>	
At 1 July 2013	340,052
Additions	50,000
At 30 June 2014	<u>390,052</u>
<b>AMORTISATION</b>	
At 1 July 2013	154,278
Amortisation for year	19,503
At 30 June 2014	<u>173,781</u>
<b>NET BOOK VALUE</b>	
At 30 June 2014	<u>216,271</u>
At 30 June 2013	<u>185,774</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued  
FOR THE YEAR ENDED 30 JUNE 2014

3. TANGIBLE FIXED ASSETS

	Total £
<b>COST</b>	
At 1 July 2013	100,057
Additions	23,164
At 30 June 2014	<u>123,221</u>
<b>DEPRECIATION</b>	
At 1 July 2013	74,900
Charge for year	12,331
At 30 June 2014	<u>87,231</u>
<b>NET BOOK VALUE</b>	
At 30 June 2014	<u>35,990</u>
At 30 June 2013	<u>25,157</u>

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:				
Number:	Class:	Nominal value:	30.6.14 £	30.6.13 £
25,000	Ordinary shares	1	<u>25,000</u>	<u>25,000</u>

5. RELATED PARTY DISCLOSURES

As at 30 June 2014 Fiza Limited owed £37,358 (2013: £37,358) to East End Cosmetics Limited.

As at 30 June 2014 Cosmac Limited owed £5,800 (2013:£3,800) to East End Cosmetics Limited .

During the year Apex Trading Limited purchased goods for the value of £167,500 from East End Cosmetics Limited. Apex Trading Limited also made an interest free loan of £251,391 to East End Cosmetics Limited.

As at 30 June 2014 East End Cosmetics Limited owed £1,988 (2013:£32,063) to Apex Trading Limited .

During the year East End Cosmetics Limited granted a further short term interest free loan of £8,700 (2013: £44,230) to Baronstar Limited. As at 30 June 2014 Baronstar Limited owed £72,734 (2013: £64,034) to East End Cosmetics Limited.

East End Cosmetics Limited, Baronstar Limited, Fiza Limited and Apex Trading Limited are related parties by virtue of having common directors and shareholders.

6. ULTIMATE CONTROLLING PARTY

The company is controlled by the directors', Mr S Bhanji and Mr A Bhanji, by virtue of them holding 100% of the issued share capital.

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.