

**REGISTERED NUMBER: 04812353 (England and Wales)**

**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2020**

**FOR**

**EAST END COSMETICS LIMITED**

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FOR THE YEAR ENDED 30 JUNE 2020**

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**EAST END COSMETICS LIMITED**

**COMPANY INFORMATION  
FOR THE YEAR ENDED 30 JUNE 2020**

**DIRECTORS:** S A Bhanji  
A Bhanji

**SECRETARY:** S A Bhanji

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

**REGISTERED NUMBER:** 04812353 (England and Wales)

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

**BALANCE SHEET**  
**30 JUNE 2020**

	Notes	2020 £	£	2019 £	£
<b>FIXED ASSETS</b>					
Intangible assets	4		99,256		118,758
Tangible assets	5		<u>7,527</u>		<u>10,071</u>
			106,783		128,829
<b>CURRENT ASSETS</b>					
Stocks		384,105		363,500	
Debtors	6	274,882		320,706	
Cash at bank and in hand		<u>22,566</u>		<u>741</u>	
		681,553		684,947	
<b>CREDITORS</b>					
Amounts falling due within one year	7	<u>658,492</u>		<u>718,967</u>	
<b>NET CURRENT ASSETS/(LIABILITIES)</b>			<u>23,061</u>		<u>(34,020)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			129,844		94,809
<b>CREDITORS</b>					
Amounts falling due after more than one year	8		<u>86,593</u>		<u>-</u>
<b>NET ASSETS</b>			<u>43,251</u>		<u>94,809</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			25,000		25,000
Retained earnings			<u>18,251</u>		<u>69,809</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>43,251</u>		<u>94,809</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2020 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
- (b) 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.

**BALANCE SHEET - continued**  
**30 JUNE 2020**

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

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

The financial statements were approved by the Board of Directors and authorised for issue on 28 June 2021 and were signed on its behalf by:

S A Bhanji - Director

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2020**

**1. STATUTORY INFORMATION**

East End Cosmetics 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.

The presentation currency of the financial statements is the Pound Sterling (£).

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

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

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Goodwill**

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

**Intangible assets**

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

**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	- 25% reducing balance
Fixtures and fittings	- 25% reducing balance
Motor vehicles	- 25% on cost
Computer equipment	- 33.33% on cost

**Government grants**

Amounts received under The Coronavirus Job Retention Scheme (CJRS) are recognised as income based on the accrual model. During the year the company has recognised £5,158 as income in the profit and loss account.

The company has also recognised £102 as income in the profit and loss account which is business interruption payment received from Bank towards the Bounce Back Loan.

**Stocks**

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

**Financial instruments**

Financial assets and liabilities are recognised in the Company's balance sheet when the company becomes a party to the contractual provisions of the instrument.

**Loans and Borrowings**

Loans and borrowings are measured initially at fair value, net of transaction costs and are measured subsequently at amortised cost using the effective interest method.

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30 JUNE 2020**

**2. ACCOUNTING POLICIES - continued****Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Deferred tax**

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 3 (2019 - 3 ).

**4. INTANGIBLE FIXED ASSETS**

	Goodwill £
<b>COST</b>	
At 1 July 2019	
and 30 June 2020	<u>390,052</u>
<b>AMORTISATION</b>	
At 1 July 2019	271,294
Amortisation for year	<u>19,502</u>
At 30 June 2020	<u>290,796</u>
<b>NET BOOK VALUE</b>	
At 30 June 2020	<u>99,256</u>
At 30 June 2019	<u>118,758</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30 JUNE 2020**

**5. TANGIBLE FIXED ASSETS**

	Plant and machinery £	Fixtures and fittings £	Motor vehicles £	Computer equipment £	Totals £
<b>COST</b>					
At 1 July 2019 and 30 June 2020	<u>63,419</u>	<u>63,802</u>	<u>4,000</u>	<u>160</u>	<u>131,381</u>
<b>DEPRECIATION</b>					
At 1 July 2019	57,562	59,695	4,000	53	121,310
Charge for year	<u>1,464</u>	<u>1,026</u>	<u>-</u>	<u>54</u>	<u>2,544</u>
At 30 June 2020	<u>59,026</u>	<u>60,721</u>	<u>4,000</u>	<u>107</u>	<u>123,854</u>
<b>NET BOOK VALUE</b>					
At 30 June 2020	<u>4,393</u>	<u>3,081</u>	<u>-</u>	<u>53</u>	<u>7,527</u>
At 30 June 2019	<u>5,857</u>	<u>4,107</u>	<u>-</u>	<u>107</u>	<u>10,071</u>

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

	2020 £	2019 £
Trade debtors	203,391	196,981
Amounts owed by related companies	64,137	119,796
Other debtors	<u>7,354</u>	<u>3,929</u>
	<u>274,882</u>	<u>320,706</u>

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

	2020 £	2019 £
Bank loans and overdrafts (see note 9)	799	40,955
Trade creditors	24,300	25,972
Amounts owed to related companies	183,700	199,130
Taxation and social security	19,841	-
Other creditors	<u>429,852</u>	<u>452,910</u>
	<u>658,492</u>	<u>718,967</u>

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

	2020 £	2019 £
Bank loans (see note 9)	49,201	-
Other creditors	<u>37,392</u>	<u>-</u>
	<u>86,593</u>	<u>-</u>



**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30 JUNE 2020**

**8. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR - continued**

	2020 £	2019 £
Amounts falling due in more than five years:		
Repayable by instalments		
Bank Loans due after more than 5 years	9,557	-
	<u>9,557</u>	<u>-</u>

**9. LOANS**

An analysis of the maturity of loans is given below:

	2020 £	2019 £
Amounts falling due within one year or on demand:		
Bank overdrafts	-	40,955
Bank loans	799	-
Other loans within one year	14,596	25,016
	<u>15,395</u>	<u>65,971</u>
Amounts falling due between one and two years:		
Bank loans - 1-2 years	9,600	-
Amounts falling due between two and five years:		
Bank loans - 2-5 years	30,044	-
Other loans more than one year	37,392	-
	<u>67,436</u>	<u>-</u>
Amounts falling due in more than five years:		
Repayable by instalments		
Bank Loans due after more than 5 years	9,557	-
	<u>9,557</u>	<u>-</u>

During the year, the company received a loan of £50,000 under the Bounce Back Loan Scheme.

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30 JUNE 2020**

**10. RELATED PARTY DISCLOSURES**

During the year, the company sold goods for the value of £39,346 (2019: £32,986) to Apex Trading Limited and received management fees of £12,548 (2019: £16,524) from Baronstar Limited, companies where the directors are also the directors.

At the balance sheet date, the following balances were outstanding in respect of companies where the directors have beneficial interest and where the company directors are also the directors:-

		2020	2019
	£		
Debtors:			
Apex Trading Limited		29,659	85,318
Fiza Limited		32,878	32,878
Cosmac Limited		<u>1,600</u>	<u>1,600</u>
		<u>64,137</u>	<u>119,796</u>
Creditors:			
Baronstar Limited		<u>183,700</u>	<u>199,130</u>
		<u>183,700</u>	<u>199,130</u>

The amounts due are interest free and there are no specific terms of repayment.

During the year, the company received management fees of £19,866 (2019: £17,000) from A and S Bhanji, the directors of the company.

As at balance sheet date, included within creditors is £402,702 (2019: £356,111), an amount due to the directors of the company. The amounts due are interest free and there are no specific terms of repayment.

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.