

REGISTERED NUMBER: 4862994 (England and Wales)

Report of the Director and
Unaudited Abbreviated Accounts for the Year Ended 31 August 2011
for
ABC Strategic Marketing Limited

WEDNESDAY



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30/05/2012

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COMPANIES HOUSE

ABC Strategic Marketing Limited

Contents of the Abbreviated Accounts
for the Year Ended 31 August 2011

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ABC Strategic Marketing Limited

Company Information
for the Year Ended 31 August 2011

DIRECTOR: Mr A Bacon

SECRETARY: Mrs E Bacon

REGISTERED OFFICE: 22 Silver Street
Stony Stratford
Milton Keynes
MK11 1JR

REGISTERED NUMBER: 4862994 (England and Wales)

ACCOUNTANTS: Leep Accountancy Limited
10 The Green
Newport Pagnell
Buckinghamshire
MK16 8ET

ABC Strategic Marketing Limited

Abbreviated Balance Sheet

31st August 2011

| | Notes | <u>31 08 11</u> | | <u>31 08 10</u> | |
|--|-------|-----------------|--------------|-----------------|-----------|
| FIXED ASSETS: | | £ | £ | £ | £ |
| Tangible Assets | 2 | | 5790 | | 0 |
| CURRENT ASSETS: | | | | | |
| Stocks | | 0 | | 0 | |
| Debtors | | 0 | | 150 | |
| VAT | | | | | |
| Cash at Bank | | <u>160531</u> | | <u>18851</u> | |
| | | 160531 | | 19001 | |
| CREDITORS Amounts falling due within one year | | 92510 | | 18945 | |
| NET CURRENT LIABILITIES: | | | 68021 | | 55 |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | <u>73811</u> | | <u>55</u> |
| CAPITAL AND RESERVES: | | | | | |
| Called up share Capital | 3 | | 2 | | 2 |
| Profit and Loss account | | | <u>73809</u> | | <u>53</u> |
| | | | <u>73811</u> | | <u>55</u> |

The company is entitled to exemption from audit under section 477 of the Companies Act 2006 for the year ended 31 August 2011

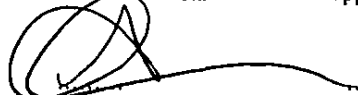
The members have not acquired the company to obtain an audit of its financial statements for the year ended 31 August 2011 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Section 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 Section 394 and 395 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective June 2002)

The financial statements were approved by the director on 05 January 2012 and were signed by


A Bacon

The notes form part of these abbreviated accounts

ABC Strategic Marketing Limited

Notes to the Financial Statements
for the Year Ended 31 August 2011

1 ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention

Turnover

Turnover represents net invoices sales of goods, 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

Deferred tax

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

2 TANGIBLE FIXED ASSETS

Total

£

COST:

At 1 September 2009

0

At 31 August 2010

0

3 CALLED UP SHARE CAPITAL

Authorised

| Number | Class | Nominal Value | 31 08 11 £ | 31 08 10 £ |
|--------|----------|------------------|---------------|---------------|
| 1,000 | Ordinary | £1 | <u>1,000</u> | <u>1,000</u> |

Allotted, issued and fully paid

| Number | Class | Nominal Value | 31 08 11 £ | 31 08 10 £ |
|--------|----------|------------------|---------------|---------------|
| 2 | Ordinary | £1 | <u>2</u> | <u>2</u> |