

**Registered Number 04862994**

**ABC STRATEGIC MARKETING LIMITED**

**Abbreviated Accounts**

**31 August 2012**

## Abbreviated Balance Sheet as at 31 August 2012

	Notes	2012 £	2011 £
<b>Fixed assets</b>			
Tangible assets	2	6,313	5,790
		<u>6,313</u>	<u>5,790</u>
<b>Current assets</b>			
Debtors		10,775	-
Cash at bank and in hand		107,500	160,531
		<u>118,275</u>	<u>160,531</u>
<b>Creditors: amounts falling due within one year</b>		(61,181)	(92,510)
<b>Net current assets (liabilities)</b>		<u>57,094</u>	<u>68,021</u>
<b>Total assets less current liabilities</b>		<u>63,407</u>	<u>73,811</u>
<b>Total net assets (liabilities)</b>		<u>63,407</u>	<u>73,811</u>
<b>Capital and reserves</b>			
Called up share capital	3	2	2
Profit and loss account		63,405	73,809
<b>Shareholders' funds</b>		<u>63,407</u>	<u>73,811</u>

- For the year ending 31 August 2012 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 30 May 2013

And signed on their behalf by:

**A Bacon, Director**

**Notes to the Abbreviated Accounts for the period ended 31 August 2012****1 Accounting Policies****Basis of measurement and preparation of accounts**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective April 2008.

**Turnover policy**

Turnover represents net invoiced sales of goods excluding VAT

**2 Tangible fixed assets**

	£
<b>Cost</b>	
At 1 September 2011	5,790
Additions	523
Disposals	-
Revaluations	-
Transfers	-
At 31 August 2012	<u>6,313</u>
<b>Depreciation</b>	
At 1 September 2011	-
Charge for the year	-
On disposals	-
At 31 August 2012	<u>-</u>
<b>Net book values</b>	
At 31 August 2012	<u>6,313</u>
At 31 August 2011	<u>5,790</u>

**3 Called Up Share Capital**

Allotted, called up and fully paid:

	2012	2011
	£	£
2 Ordinary shares of £1 each	2	2

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