COMPANY REGISTRATION NUMBER 5439078

A & P MARKETING LIMITED UNAUDITED ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2011



ABBREVIATED ACCOUNTS

YEAR ENDED 31 MARCH 2011

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ABBREVIATED BALANCE SHEET

31 MARCH 2011

		2011		2010	
	Note	£	£	£	£
FIXED ASSETS	2				
Intangible assets			18,000		22,500
Tangible assets			1,553		409
			19,553		22,909
CURRENT ASSETS			. ,		,
Debtors		4,668		7,922	
Cash at bank and in hand		22,975		22,216	
		27,643		30,138	
CREDITORS: Amounts falling due	e	_ , ,			
within one year		21,443		21,186	
NET CURRENT ASSETS			6,200		8,952
TOTAL ASSETS LESS CURRENT	Γ				
LIABILITIES			25,753		31,861
PROVISIONS FOR LIABILITIES	;		178		_
					21.061
			25,575		31,861
CAPITAL AND RESERVES					
Called-up equity share capital	3		100		100
Profit and loss account	3		25,475		31,761
1 Toric and 1055 account			23,475		31,701
SHAREHOLDERS' FUNDS			25,575		31,861

The Balance sheet continues on the following page

The notes on pages 3 to 4 form part of these abbreviated accounts.

ABBREVIATED BALANCE SHEET (continued)

31 MARCH 2011

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The directors acknowledge their responsibilities for.

- (1) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
- (11) 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 section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These approved by the directors and authorised for issue on and are signed on their behalf by.

Director

Company Registration Number 5439078

The notes on pages 3 to 4 form part of these abbreviated accounts.

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 MARCH 2011

1. ACCOUNTING POLICIES

Basis of accounting

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

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax

Amortisation

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Goodwill

straight line over 10 years

Fixed assets

All fixed assets are initially recorded at cost

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Computer Equipment

- straight line over 3 years

Office Furniture

straight line over 5 years

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease

Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 MARCH 2011

1. ACCOUNTING POLICIES (continued)

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

2. FIXED ASSETS

		Intangible Assets £	Tangible Assets £	Total £
	COST At 1 April 2010 Additions	45,000 —	2,621 2,010	47,621 2,010
	At 31 March 2011	45,000	4,631	49,631
	DEPRECIATION At 1 April 2010 Charge for year At 31 March 2011	22,500 4,500 27,000	2,212 866 3,078	24,712 5,366 30,078
	NET BOOK VALUE At 31 March 2011 At 31 March 2010	18,000 22,500	1,553 409	19,553 22,909
3.	SHARE CAPITAL			
	Authorised share capital:			
	1,000 Ordinary shares of £1 each	2011 £ 1,000	0_	2010 £ 1,000
	Allotted, called up and fully paid:			
	100 Ordinary shares of £1 each	2011 No £ 100 10	2010 No 100	£