

Registered Number 05515803

Strategic Sales Solutions Ltd

Abbreviated Accounts

31 March 2011

Strategic Sales Solutions Ltd

Registered Number 05515803

Company Information

Registered Office:

15 Maynard Close
Thatcham
Berkshire
RG18 3SU

Reporting Accountants:

Assets Outsourcing Ltd

Chiltern Chambers
St Peters Avenue
Reading
Berkshire
RG4 7DH

Balance Sheet as at 31 March 2011

	Notes	2011 £	2010 £
Fixed assets			
Intangible	2	2,760	4,600
Tangible	3	344	1,143
		<u>3,104</u>	<u>5,743</u>
Current assets			
Debtors		10,000	7,712
Cash at bank and in hand		42,637	34,066
Total current assets		<u>52,637</u>	<u>41,778</u>
Creditors: amounts falling due within one year		(45,566)	(27,888)
Net current assets (liabilities)		7,071	13,890
Total assets less current liabilities		<u>10,175</u>	<u>19,633</u>
Creditors: amounts falling due after more than one year		0	(1,944)
Total net assets (liabilities)		<u>10,175</u>	<u>17,689</u>
Capital and reserves			
Called up share capital	4	100	100
Profit and loss account		10,075	17,589
Shareholders funds		<u>10,175</u>	<u>17,689</u>

-
- a. For the year ending 31 March 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
 - b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
 - c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
 - d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 06 December 2011

And signed on their behalf by:

G Hibbeard, Director

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 1068 of the Companies Act 2006.

Notes to the Abbreviated Accounts

For the year ending 31 March 2011

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 services, excluding value added tax.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2008, is being amortised evenly over its estimated useful life of five years.

Deferred tax

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

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Plant and machinery 25% on cost

2 Intangible fixed assets

Cost or valuation	£
At 01 April 2010	9,200
At 31 March 2011	<u>9,200</u>
Amortisation	
At 01 April 2010	4,600
Charge for year	<u>1,840</u>
At 31 March 2011	<u>6,440</u>
Net Book Value	
At 31 March 2011	2,760
At 31 March 2010	<u>4,600</u>

3 Tangible fixed assets

		Total
Cost		£
At 01 April 2010	-	<u>3,377</u>
At 31 March 2011	-	<u>3,377</u>

Depreciation

Depreciation

At 01 April 2010		2,234
Charge for year	-	<u>799</u>
At 31 March 2011	-	<u>3,033</u>

Net Book Value

At 31 March 2011		344
At 31 March 2010	-	<u>1,143</u>

4 Share capital

	2011 £	2010 £
Allotted, called up and fully paid:		
100 Ordinary shares of £1 each	100	100