

Registered Number 05515803

Strategic Sales Solutions Ltd

Abbreviated Accounts

31 March 2012

Strategic Sales Solutions Ltd

Registered Number 05515803

Company Information

Registered Office:

15 Maynard Close
Thatcham
Berkshire
RG18 3SU

Reporting Accountants:

Assets Limited
Chartered Accountants
Chiltern Chambers
St Peters Avenue
Caversham
Reading
Berkshire
RG4 7DH

Strategic Sales Solutions Ltd

Registered Number 05515803

Balance Sheet as at 31 March 2012

	Notes	2012 £	2011 £
Fixed assets			
Intangible	2	920	2,760
Tangible	3	2,489	344
		<u>3,409</u>	<u>3,104</u>
Current assets			
Debtors		20,490	10,000
Cash at bank and in hand		53,507	42,637
Total current assets		<u>73,997</u>	<u>52,637</u>
Creditors: amounts falling due within one year		(63,805)	(45,566)
Net current assets (liabilities)		10,192	7,071
Total assets less current liabilities		<u>13,601</u>	<u>10,175</u>
Total net assets (liabilities)		<u>13,601</u>	<u>10,175</u>
Capital and reserves			
Called up share capital	4	100	100
Profit and loss account		13,501	10,075
Shareholders funds		<u>13,601</u>	<u>10,175</u>

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- a. For the year ending 31 March 2012 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 14 December 2012

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 2012

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. Deferred tax assets are recognised to the extent that it is regarded as more likely than not that they will be recovered.

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% straight line
Computer equipment	25% straight line

2 **Intangible fixed assets**

Cost or valuation	£
At 01 April 2011	<u>9,200</u>
At 31 March 2012	<u>9,200</u>

Amortisation

At 01 April 2011	6,440
Charge for year	<u>1,840</u>
At 31 March 2012	<u>8,280</u>

Net Book Value

At 31 March 2012	920
At 31 March 2011	<u>2,760</u>

3 **Tangible fixed assets**

	Total
Cost	£
At 01 April 2011	3,377
Additions	2,240

ADDITIONS	-	<u>5,510</u>
At 31 March 2012	-	<u>6,695</u>

Depreciation

At 01 April 2011		3,033
Charge for year	-	<u>1,173</u>
At 31 March 2012	-	<u>4,206</u>

Net Book Value

At 31 March 2012		2,489
At 31 March 2011	-	<u>344</u>

4 **Share capital**

	2012	2011
	£	£
Allotted, called up and fully paid:		
100 Ordinary shares of £1 each	100	100