

Registered number  
05539894

Ambition Brand Support Limited

Abbreviated Accounts

31 December 2013

**Ambition Brand Support Limited****Registered number:** 05539894**Abbreviated Balance Sheet****as at 31 December 2013**

	<b>Notes</b>	<b>2013</b>	<b>2012</b>
		<b>£</b>	<b>£</b>
<b>Fixed assets</b>			
Tangible assets	2	27,130	19,853
<b>Current assets</b>			
Debtors		22,470	3,877
Cash at bank and in hand		8,010	1,673
		<u>30,480</u>	<u>5,550</u>
<b>Creditors: amounts falling due within one year</b>		<u>(39,866)</u>	<u>(11,819)</u>
<b>Net current liabilities</b>		(9,386)	(6,269)
<b>Total assets less current liabilities</b>		<u>17,744</u>	<u>13,584</u>
<b>Creditors: amounts falling due after more than one year</b>		(8,366)	(8,648)
<b>Provisions for liabilities</b>		(5,426)	(3,971)
<b>Net assets</b>		<u>3,952</u>	<u>965</u>
<b>Capital and reserves</b>			
Called up share capital	3	100	100
Profit and loss account		3,852	865
<b>Shareholders' funds</b>		<u>3,952</u>	<u>965</u>

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

Members have not required the company to obtain an audit in accordance with section 476 of the Act.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

Mr J Swift

Director

Approved by the board on 30 September 2014

**Ambition Brand Support Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 December 2013**

**1 Accounting policies**

***Basis of preparation***

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***

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

***Depreciation***

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

Plant and machinery	20% straight line
Office equipment	20% straight line

***Deferred taxation***

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse.

***Foreign currencies***

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the profit and loss account.

**2 Tangible fixed assets**

**£**

**Cost**

At 1 January 2013	45,138
Additions	17,332
At 31 December 2013	<u>62,470</u>

**Depreciation**

At 1 January 2013	25,285
Charge for the year	10,055
At 31 December 2013	<u>35,340</u>

**Net book value**

At 31 December 2013	<u>27,130</u>
At 31 December 2012	<u>19,853</u>

<b>3 Share capital</b>	<b>Nominal value</b>	<b>2013 Number</b>	<b>2013 £</b>	<b>2012 £</b>
Allotted, called up and fully paid:				
Ordinary shares	£1 each	100	<u>100</u>	<u>100</u>

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 1072 of the Companies Act 2006.