

ABSOLUTE MARKETING LTD
ABBREVIATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2011

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The company's registered number is 05701492

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COMPANIES HOUSE

ABSOLUTE MARKETING LTD
ABBREVIATED BALANCE SHEET
AT 31 MARCH 2011

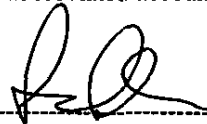
	Notes	2011 £	£	2010 £
FIXED ASSETS				
Intangible assets			50,000	60,000
Tangible Assets	3		2,699	2,391
			<u>52,699</u>	<u>62,391</u>
CURRENT ASSETS				
Debtors falling due within one year		9,861		3,631
Cash at bank and in hand		3,332		1,136
		<u>13,193</u>		<u>4,767</u>
CREDITORS: Amounts falling due within one year		<u>59,688</u>		<u>69,784</u>
NET CURRENT LIABILITIES			<u>(46,495)</u>	<u>(65,017)</u>
		<u>£ 6,204</u>	<u>£ (2,626)</u>	
CAPITAL AND RESERVES				
Called up share capital	4		1	1
Profit and loss account			6,203	(2,627)
		<u>£ 6,204</u>	<u>£ (2,626)</u>	

In approving these financial statements as directors of the company we hereby confirm that

- a) for the year in question the company was entitled to exemption from audit under section 477 (2) of the Companies Act 2006,
- b) the members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006 , and
- c) the directors acknowledge their responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts

These accounts have been delivered in accordance with the provisions applicable to companies subject to the small companies regime'

These abbreviated accounts were approved by the board of directors on 17TH MAY 2011



 Mrs A Hercoc, (Director)

The notes on pages 2 to 3 form part of these accounts

ABSOLUTE MARKETING LTD
NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011

1. ACCOUNTING POLICIES

1. Basis of accounting

The accounts have been prepared under the historical cost convention, and in accordance with the Financial reporting standard for Smaller Entities (effective April 2008)

2. TURNOVER

Turnover comprises the value of goods and services, excluding value added tax

2a. Tangible fixed assets

Fixed assets are shown at historical cost

Depreciation is provided, after taking account of any grants receivable, at the following annual rates in order to write off each asset over its estimated useful life by the reducing balance method

	2011	2010
	%	%
Equipment	25	25

Intangible fixed assets :

Goodwill - being the amount paid in connection with the acquisition of a business in 2006, is being amortised evenly over its estimated useful life of ten years

2b. Taxation

Corporation tax payable is provided on taxable profits at the current rate

ABSOLUTE MARKETING LTD
NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2011

3. INTANGIBLE & TANGIBLE FIXED ASSETS	2011	2010
	£	£
Cost		
At 1 April 2010	104,389	103,120
Additions	1,207	1,269
At 31 March 2011	105,596	104,389
Depreciation		
At 1 April 2010	41,998	31,201
For the year	10,899	10,797
At 31 March 2011	52,897	41,998
Net Book Amounts		
At 31 March 2011	£ 52,699	£ 62,391
4. CALLED UP SHARE CAPITAL	2011	2010
	£	£
Authorised		
1000 Ordinary shares of £1 each	£ 1,000	£ 1 000
Allotted, issued and fully paid		
1 Ordinary shares of £1 each	£ 1	£ 1