

Registered Number 06364430

Brand Conversions Marketing Ltd

Abbreviated Accounts

30 September 2011

Brand Conversions Marketing Ltd

Registered Number 06364430

Company Information

Registered Office:

89B Yarmouth Road
Norwich
Norfolk
NR7 0HF

Reporting Accountants:

Aston Shaw Ltd

58 Thorpe Road
Norwich
Norfolk
NR1 1RY

Brand Conversions Marketing Ltd

Registered Number 06364430

Balance Sheet as at 30 September 2011

	Notes	2011 £	2010 £
Fixed assets			
Intangible	2	33,681	0
Tangible	3	740	870
		<u>34,421</u>	<u>870</u>
Current assets			
Debtors		510,750	810,768
Cash at bank and in hand		33,953	23,000
Total current assets		<u>544,703</u>	<u>833,768</u>
Creditors: amounts falling due within one year		(526,607)	(878,932)
Net current assets (liabilities)		18,096	(45,164)
Total assets less current liabilities		<u>52,517</u>	<u>(44,294)</u>
Total net assets (liabilities)		<u>52,517</u>	<u>(44,294)</u>
Capital and reserves			
Called up share capital	4	102	102
Profit and loss account		52,415	(44,396)
Shareholders funds		<u>52,517</u>	<u>(44,294)</u>

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- a. For the year ending 30 September 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 12 June 2012

And signed on their behalf by:

Mr M H Pearcey, 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 30 September 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 goods, excluding value added tax.

Deferred tax

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

Going concern

These financial statements have been prepared on the going concern basis. The Directors consider this basis to be appropriate but have not assessed a period in excess of 12 months from the date of approving the accounts.

Research and development

Research and development expenditure is written off in the same year unless the Directors are satisfied as to the technical, commercial, and financial viability of individual projects. In this situation, the expenditure is deferred and amortised over the period from which the company is expected to benefit.

Depreciation

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

Computer equipment 15% on cost

2 Intangible fixed assets

Cost or valuation	£
Additions	<u>42,101</u>
At 30 September 2011	<u>42,101</u>
Amortisation	
Charge for year	<u>8,420</u>
At 30 September 2011	<u>8,420</u>
Net Book Value	
At 30 September 2011	33,681
At 30 September 2010	<u>0</u>

3 Tangible fixed assets

Total

Cost		£
At 01 October 2010	-	1,024
At 30 September 2011	-	<u>1,024</u>
Depreciation		
At 01 October 2010		154
Charge for year	-	<u>130</u>
At 30 September 2011	-	<u>284</u>
Net Book Value		
At 30 September 2011		740
At 30 September 2010	-	<u>870</u>

4 Share capital

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

++t mss:t1<R><C12,,R,,N><\R><R><C19,,L,,T,,X>Alloted, issued and full
paid:<C1,,N,,X><C9,,N,,X><C18,,R,,N> Nominal<C7,,R,,N> 30/9/11<C1,,R,,N><C6,,R,,N>30/9/10
<\R><R><C>Number:<C><C>Class:<C> Value:<C,,C>£<C,,C><C,,C>£ <\R><R><C>100<C><C>Ordinary
'A'<C> £1<C,,R>100<C,,R><C,,R> 100<\R><R><C>100<C><C>Ordinary 'B'<C>
£1<C>1<C><C>1<\R><R><C>100<C><C>Ordinary 'C'<C> £1<C>1<C><C>
1<\R><R><C><C><C><C><C><C>-----<C><C>-----<\R><R><C><C><C><C><C>102<C><C>
102<\R><R><C><C><C><C><C><C>====<C><C>====<\R>++t mss:t1