

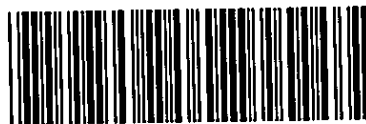
Registered number
6459297

AB Marketing Consultancy Ltd

Abbreviated Accounts

31 December 2009

THURSDAY



APUR4MHR

A27

12/08/2010

494

COMPANIES HOUSE

AB Marketing Consultancy Ltd
Registered number: 6459297
Abbreviated Balance Sheet
as at 31 December 2009

| | Notes | 2009 £ | 2008 £ |
|--|-------|---------------|---------------|
| Current assets | | | |
| Debtors | | 7,515 | 7,663 |
| Cash at bank and in hand | | 15,095 | 8,292 |
| | | <u>22,610</u> | <u>15,955</u> |
| Creditors amounts falling due within one year | | (14,076) | (10,731) |
| Net current assets | | <u>8,534</u> | <u>5,224</u> |
| Net assets | | <u>8,534</u> | <u>5,224</u> |
| Capital and reserves | | | |
| Called up share capital | 2 | 1 | 1 |
| Profit and loss account | | 8,533 | 5,223 |
| Shareholder's funds | | <u>8,534</u> | <u>5,224</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 and that the member has 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

A J Butts

A J Butts

Director

Approved by the board on 4 AUGUST 2010

AB Marketing Consultancy Ltd
Notes to the Abbreviated Accounts
for the year ended 31 December 2009

1 Accounting policies

Basis of preparation of financial statements

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 of work carried out in respect of services provided to customers

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.

| 2 Share capital | 2009 | 2008 | 2009 | 2008 |
|------------------------------------|-------------|-------------|-------------|-------------|
| | No | No | £ | £ |
| Allotted, called up and fully paid | | | | |
| Ordinary shares of £1 each | 1 | 1 | <u>1</u> | <u>1</u> |

3 Related party transactions

Turnover includes £2,960 (2008 £1,600) in respect of services provided on normal commercial terms to Gorilla Marketing and Events Ltd, a company in which A J Butts is a director