

Registered number  
6459297

AB Marketing Consultancy Ltd

Abbreviated Accounts

31 December 2010

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COMPANIES HOUSE

**AB Marketing Consultancy Ltd****Registered number****6459297****Abbreviated Balance Sheet****as at 31 December 2010**

	Notes	2010 £	2009 £
<b>Current assets</b>			
Debtors	296	7,515	
Cash at bank and in hand	2,002	15,095	
	<u>2,298</u>	<u>22,610</u>	
<b>Creditors amounts falling due within one year</b>	(2,107)	(14,076)	
<b>Net current assets</b>		<u>191</u>	<u>8,534</u>
<b>Net assets</b>		<u>191</u>	<u>8,534</u>
<b>Capital and reserves</b>			
Called up share capital	2	1	1
Profit and loss account		190	8,533
<b>Shareholder's funds</b>		<u>191</u>	<u>8,534</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

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

Director

Approved by the board on

15 April 2011

**AB Marketing Consultancy Ltd**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 December 2010**

**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

<b>2 Share capital</b>	<b>Nominal value</b>	<b>2010 Number</b>	<b>2010 £</b>	<b>2009 £</b>
Allotted, called up and fully paid				
Ordinary shares	£1 each	1	<u>1</u>	<u>1</u>

**3 Related party transactions**

Turnover includes £18,251 (2009 £2,960) 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