

Registered Number 06932640

A A DIRECT LTD

Abbreviated Accounts

30 June 2011

A A DIRECT LTD

Registered Number 06932640

Balance Sheet as at 30 June 2011

	Notes	2011	2010
		£	£
Fixed assets			
Intangible	2	20,652	23,167
Tangible	3	<u>11,783</u>	<u>15,274</u>
Total fixed assets		32,435	38,441
Current assets			
Stocks		20,536	14,677
Debtors		43,358	38,534
Total current assets		<u>63,894</u>	<u>53,211</u>
Creditors: amounts falling due within one year		(80,365)	(94,980)
Net current assets		(16,471)	(41,769)
Total assets less current liabilities		<u>15,964</u>	<u>(3,328)</u>
Total net Assets (liabilities)		15,964	(3,328)
Capital and reserves			
Called up share capital		400	400
Profit and loss account		<u>15,564</u>	<u>(3,728)</u>
Shareholders funds		<u>15,964</u>	<u>(3,328)</u>

- a. For the year ending 30 June 2011 the company was entitled to exemption 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
- c. The directors acknowledge their responsibility for:
 - i. ensuring the company keeps accounting records which comply with Section 386; and
 - ii. preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
- 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 23 March 2012

And signed on their behalf by:

A A Qayoom, 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 June 2011

1 Accounting policies

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standards for Small Entities (effective January 2005)

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow moving items. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

Turnover

Turnover comprises the invoiced value of goods supplied by the company, net of Value Added Tax and trade discounts.

Depreciation

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

Plant and Machinery	25.00% Reducing Balance
Goodwill	10.00% Straight Line

2 Intangible fixed assets

Cost Or Valuation	£
At 30 June 2010	25,158
At 30 June 2011	<u>25,158</u>
Depreciation	
At 30 June 2010	1,991
Charge for year	2,515
At 30 June 2011	<u>4,506</u>
Net Book Value	
At 30 June 2010	23,167
At 30 June 2011	<u>20,652</u>

3 Tangible fixed assets

Cost	£
At 30 June 2010	19,044
additions	436
disposals	
revaluations	
transfers	
At 30 June 2011	<u>19,480</u>

Depreciation	
At 30 June 2010	3,770
Charge for year	3,927
on disposals	
At 30 June 2011	<u>7,697</u>
Net Book Value	
At 30 June 2010	15,274
At 30 June 2011	<u>11,783</u>

4 **Transactions with directors**

The company owes £18,912 (2010 - £21,013) to the director.

5 **Related party disclosures**

There are other related party transactions to disclose.