

Registered Number 06932640

A A DIRECT LTD

Abbreviated Accounts

30 June 2012

Abbreviated Balance Sheet as at 30 June 2012

	Notes	2012 £	2011 £
Fixed assets			
Intangible assets	2	18,137	20,652
Tangible assets	3	9,497	11,783
		<u>27,634</u>	<u>32,435</u>
Current assets			
Stocks		34,871	20,536
Debtors	4	42,937	43,358
		<u>77,808</u>	<u>63,894</u>
Creditors: amounts falling due within one year		<u>(88,863)</u>	<u>(80,365)</u>
Net current assets (liabilities)		<u>(11,055)</u>	<u>(16,471)</u>
Total assets less current liabilities		<u>16,579</u>	<u>15,964</u>
Total net assets (liabilities)		<u>16,579</u>	<u>15,964</u>
Capital and reserves			
Called up share capital	5	400	400
Profit and loss account		16,179	15,564
Shareholders' funds		<u>16,579</u>	<u>15,964</u>

- For the year ending 30 June 2012 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 20 March 2013

And signed on their behalf by:

Mr A Qayoom, Director

Notes to the Abbreviated Accounts for the period ended 30 June 2012**1 Accounting Policies****Basis of measurement and preparation of accounts**

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 policy

Turnover represents the total amount receivable, net of Value Added Tax, in ordinary course of business for goods supplied.

Tangible assets depreciation policy

The tangible fixed assets are stated at cost less depreciation over their estimated useful lives at the following rates:

Furniture and equipment - 25% per annum on reducing balance basis.

Intangible assets amortisation policy

The intangible assets are stated at cost less amortisation at the following rate:

Goodwill - 10% per annum on straight basis.

2 Intangible fixed assets

	£
Cost	
At 1 July 2011	25,158
Additions	-
Disposals	-
Revaluations	-
Transfers	-
At 30 June 2012	<u>25,158</u>
Amortisation	
At 1 July 2011	4,506
Charge for the year	2,515
On disposals	-
At 30 June 2012	<u>7,021</u>
Net book values	
At 30 June 2012	<u>18,137</u>
At 30 June 2011	<u>20,652</u>

3 Tangible fixed assets

	£
Cost	
At 1 July 2011	19,480
Additions	1,799
Disposals	-
Revaluations	-
Transfers	-
At 30 June 2012	<u>21,279</u>
Depreciation	

At 1 July 2011	7,697
Charge for the year	4,085
On disposals	-
At 30 June 2012	<u>11,782</u>
Net book values	
At 30 June 2012	<u>9,497</u>
At 30 June 2011	<u>11,783</u>

4 Debtors

All the debtors are due within one year.

5 Called Up Share Capital

Allotted, called up and fully paid:

	2012	2011
	£	£
400 Ordinary shares of £1 each	400	400

6 Transactions with directors

Name of director receiving advance or credit:	Mr A Qayoom
Description of the transaction:	Loans
Balance at 1 July 2011:	£ 18,912
Advances or credits made:	£ 4,645
Advances or credits repaid:	-
Balance at 30 June 2012:	<u>£ 23,557</u>

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