

**Registered Number 06932640**

**A A DIRECT LTD**

**Abbreviated Accounts**

**30 June 2014**

## Abbreviated Balance Sheet as at 30 June 2014

	<i>Notes</i>	<i>2014</i>	<i>2013</i>
		£	£
<b>Fixed assets</b>			
Intangible assets	2	13,107	15,622
Tangible assets	3	5,535	7,123
		<u>18,642</u>	<u>22,745</u>
<b>Current assets</b>			
Stocks		30,149	31,853
Debtors		41,089	43,328
		<u>71,238</u>	<u>75,181</u>
<b>Creditors: amounts falling due within one year</b>		<u>(80,915)</u>	<u>(85,538)</u>
<b>Net current assets (liabilities)</b>		<u>(9,677)</u>	<u>(10,357)</u>
<b>Total assets less current liabilities</b>		<u>8,965</u>	<u>12,388</u>
<b>Total net assets (liabilities)</b>		<u>8,965</u>	<u>12,388</u>
<b>Capital and reserves</b>			
Called up share capital		400	400
Profit and loss account		8,565	11,988
<b>Shareholders' funds</b>		<u>8,965</u>	<u>12,388</u>

- For the year ending 30 June 2014 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 13 March 2015

And signed on their behalf by:

**A Qayoom, Director**

**Notes to the Abbreviated Accounts for the period ended 30 June 2014****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 net invoiced sales of goods, excluding value added tax.

**Tangible assets depreciation policy**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life :

Plant and machinery - 25% per annum on reducing balance basis.

Motor van - 25% per annum on reducing balance basis.

**Intangible assets amortisation policy**

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2009, is being amortised evenly over its estimated useful life of ten years.

**Valuation information and policy**

Stock

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

**Other accounting policies**

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date. No provision is deemed necessary at present.

**2 Intangible fixed assets**

	£
<b>Cost</b>	
At 1 July 2013	25,158
Additions	-
Disposals	-
Revaluations	-
Transfers	-
At 30 June 2014	<u>25,158</u>
<b>Amortisation</b>	
At 1 July 2013	9,536
Charge for the year	2,515
On disposals	<u>-</u>

At 30 June 2014	<u>12,051</u>
<b>Net book values</b>	
At 30 June 2014	<u>13,107</u>
At 30 June 2013	<u><u>15,622</u></u>

### 3 **Tangible fixed assets**

	£
<b>Cost</b>	
At 1 July 2013	21,279
Additions	258
Disposals	-
Revaluations	-
Transfers	-
At 30 June 2014	<u>21,537</u>
<b>Depreciation</b>	
At 1 July 2013	14,156
Charge for the year	1,846
On disposals	-
At 30 June 2014	<u>16,002</u>
<b>Net book values</b>	
At 30 June 2014	<u><u>5,535</u></u>
At 30 June 2013	<u><u>7,123</u></u>

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