

**MARKETING VF LIMITED**

**ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 MARCH 2012**

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21/12/2012

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COMPANIES HOUSE

## **MARKETING VF LIMITED**

### **COMPANY INFORMATION**

**DIRECTORS**

J Hopkinson  
T Morgan  
T Sharpe  
S Ventun  
D Walton  
M Teixeira

**COMPANY SECRETARY**

J Hopkinson

**COMPANY NUMBER**

06951544

**REGISTERED OFFICE**

3 Wesley Gate  
Queens Road  
Reading  
Berkshire  
RG1 4AP

**AUDITORS**

James Cowper LLP  
Chartered Accountants  
3 Wesley Gate  
Queen's Road  
Reading  
Berkshire  
RG1 4AP

# **MARKETING VF LIMITED**

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The following pages do not form part of the statutory financial statements

**MARKETING VF LIMITED**

**INDEPENDENT AUDITORS' REPORT TO MARKETING VF LIMITED  
UNDER SECTION 449 OF THE COMPANIES ACT 2006**

We have examined the abbreviated accounts set out on pages 2 to 5, together with the financial statements of Marketing VF Limited for the year ended 31 March 2012 prepared under section 396 of the Companies Act 2006

This report is made solely to the company in accordance with section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company, for our work, for this report, or for the opinions we have formed.


**RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITORS**

The directors are responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts are properly prepared.

**OPINION ON FINANCIAL STATEMENTS**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts on pages 2 to 5 have been properly prepared in accordance with the regulations made under that section.



Mr Terry Goodsell FCA (Senior statutory auditor)

for and on behalf of  
**James Cowper LLP**

Chartered Accountants

3 Wesley Gate  
Queen's Road  
Reading  
Berkshire  
RG1 4AP  
Date

20 December 2012

**MARKETING VF LIMITED**  
**REGISTERED NUMBER: 06951544**

**ABBREVIATED BALANCE SHEET**  
**AS AT 31 MARCH 2012**

	Note	£	2012 £	£	2011 £
<b>FIXED ASSETS</b>					
Intangible assets	2		95,206		8,024
Tangible assets	3		83,422		33,787
			<u>178,628</u>		<u>41,811</u>
<b>CURRENT ASSETS</b>					
Debtors		2,099,203		1,078,612	
Cash at bank		623,005		26,885	
		<u>2,722,208</u>		<u>1,105,497</u>	
<b>CREDITORS: amounts falling due within one year</b>					
		<u>(1,622,556)</u>		<u>(887,798)</u>	
<b>NET CURRENT ASSETS</b>			<u>1,099,652</u>		<u>217,699</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>1,278,280</u>		<u>259,510</u>
<b>PROVISIONS FOR LIABILITIES</b>					
Deferred tax			<u>(18,033)</u>		<u>(4,700)</u>
<b>NET ASSETS</b>			<u><u>1,260,247</u></u>		<u><u>254,810</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		5,000		5,000
Profit and loss account			<u>1,255,247</u>		<u>249,810</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>1,260,247</u></u>		<u><u>254,810</u></u>

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf by

  
 .....  
 M Teixeira  
 Director

Date 18 December 2012

The notes on pages 3 to 5 form part of these financial statements

## **MARKETING VF LIMITED**

### **NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2012**

#### **1. ACCOUNTING POLICIES**

##### **1.1 Basis of preparation of financial statements**

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

##### **1.2 Cash flow**

The financial statements do not include a Cash flow statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective April 2008)

##### **1.3 Turnover**

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts

##### **1.4 Intangible fixed assets and amortisation**

The cost of the capitalised domain names/website are being amortised to the Profit and Loss account over their estimated economic life

##### **1.5 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

Leasehold improvement	-	33% straight line
Office equipment	-	33% straight line
Computer equipment	-	33% straight line

##### **1.6 Operating leases**

Rentals under operating leases are charged to the Profit and loss account on a straight line basis over the lease term

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate

##### **1.7 Deferred taxation**

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax assets and liabilities are not discounted

# MARKETING VF LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2012

### 1. ACCOUNTING POLICIES (continued)

#### 1.8 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction

Exchange gains and losses are recognised in the Profit and loss account

### 2. INTANGIBLE FIXED ASSETS

	£
<b>Cost</b>	
At 1 April 2011	9,610
Additions	92,042
At 31 March 2012	101,652
<b>Amortisation</b>	
At 1 April 2011	1,586
Charge for the year	4,860
At 31 March 2012	6,446
<b>Net book value</b>	
At 31 March 2012	95,206
At 31 March 2011	8,024

### 3. TANGIBLE FIXED ASSETS

	£
<b>Cost</b>	
At 1 April 2011	40,840
Additions	71,461
At 31 March 2012	112,301
<b>Depreciation</b>	
At 1 April 2011	7,053
Charge for the year	21,826
At 31 March 2012	28,879
<b>Net book value</b>	
At 31 March 2012	83,422
At 31 March 2011	33,787

**MARKETING VF LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 MARCH 2012**

**4. SHARE CAPITAL**

	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
<b>Allotted, called up and fully paid</b>		
5,000 Ordinary shares of £1 each	<b>5,000</b>	<b>5,000</b>