

Registered Number 07152330

RAPID REACTION MARKETING LTD

Abbreviated Accounts

28 February 2012

## Balance Sheet as at 28 February 2012

|                                                       | Notes | 2012            |     | 2011            |     |
|-------------------------------------------------------|-------|-----------------|-----|-----------------|-----|
|                                                       |       | £               | £   | £               | £   |
| <b>Fixed assets</b>                                   |       |                 |     |                 |     |
| Tangible                                              | 2     |                 | 298 |                 | 397 |
| Total fixed assets                                    |       |                 | 298 |                 | 397 |
| <b>Current assets</b>                                 |       |                 |     |                 |     |
| Cash at bank and in hand                              |       | 7,957           |     | 3,519           |     |
| Total current assets                                  |       | <u>7,957</u>    |     | <u>3,519</u>    |     |
| <b>Creditors: amounts falling due within one year</b> |       | (28,709)        |     | (14,571)        |     |
| <b>Net current assets</b>                             |       | (20,752)        |     | (11,052)        |     |
| <b>Total assets less current liabilities</b>          |       | <u>(20,454)</u> |     | <u>(10,655)</u> |     |
| <b>Total net Assets (liabilities)</b>                 |       | (20,454)        |     | (10,655)        |     |
| <b>Capital and reserves</b>                           |       |                 |     |                 |     |
| Called up share capital                               |       | 2               |     | 2               |     |
| Profit and loss account                               |       | <u>(20,456)</u> |     | <u>(10,657)</u> |     |
| <b>Shareholders funds</b>                             |       | <u>(20,454)</u> |     | <u>(10,655)</u> |     |

- a. For the year ending 28 February 2012 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 12 November 2012

And signed on their behalf by:

**S Prescott, 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 28 February 2012

**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 June 2002)

**Turnover**

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

**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

**2 Tangible fixed assets**

|                     |            |
|---------------------|------------|
| Cost                | £          |
| At 28 February 2011 | 529        |
| additions           |            |
| disposals           |            |
| revaluations        |            |
| transfers           |            |
| At 28 February 2012 | <u>529</u> |
| Depreciation        |            |
| At 28 February 2011 | 132        |
| Charge for year     | 99         |
| on disposals        |            |
| At 28 February 2012 | <u>231</u> |
| Net Book Value      |            |
| At 28 February 2011 | 397        |
| At 28 February 2012 | <u>298</u> |