

Registered number
07152330

Rapid Reaction Marketing Limited

Abbreviated Accounts

28 February 2014

Rapid Reaction Marketing Limited**Registered number:** 07152330**Abbreviated Balance Sheet****as at 28 February 2014**

	Notes	2014	2013
		£	£
Fixed assets			
Tangible assets	2	168	253
Current assets			
Cash at bank and in hand		19,696	7,935
Creditors: amounts falling due within one year		(48,310)	(38,647)
Net current liabilities		(28,614)	(30,712)
Net liabilities		(28,446)	(30,459)
Capital and reserves			
Called up share capital	3	2	2
Profit and loss account		(28,448)	(30,461)
Shareholders' funds		(28,446)	(30,459)

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

Members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

S Prescott

Director

Approved by the board on 14 November 2014

for the year ended 28 February 2014

1 Accounting policies

Basis of preparation

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

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 & Machinery	25% reducing balance
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2 Tangible fixed assets

£

Cost

At 1 March 2013	529
At 28 February 2014	<u>529</u>

Depreciation

At 1 March 2013	276
Charge for the year	85
At 28 February 2014	<u>361</u>

Net book value

At 28 February 2014	168
At 28 February 2013	<u>253</u>

3 Share capital

**Nominal
value**

2014
Number

2014
£

2013
£

Allotted, called up and fully paid:

Ordinary shares	£1 each	2	2	2
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