

Registered Number 07310409

100 PERCENT DIRECT MARKETING LIMITED

Abbreviated Accounts

31 July 2011

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Registered Number 07310409

Balance Sheet as at 31 July 2011

	Notes	2011	
		£	£
Current assets			
Debtors		26,751	
Cash at bank and in hand		7,525	
			-
Total current assets		<u>34,276</u>	-
Creditors: amounts falling due within one year		(34,176)	
Net current assets			100
Total assets less current liabilities		<u>100</u>	-
Total net Assets (liabilities)			100
Capital and reserves			
Called up share capital		<u>100</u>	-
Shareholders funds		<u>100</u>	-

- a. For the year ending 31 July 2011 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 10 February 2012

And signed on their behalf by:

M A HOWE, 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 31 July 2011

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 January 2005)

NONE

Turnover

Turnover represents net invoiced Commissions and Sales of Goods, excluding Value Added Tax

2 Transactions with directors

Other Debtors includes the sum of £10,380 which consist of sums due to the Directors which, since the Balance Sheet date have been recovered by way of Distributions and dividends