

Registration No 7310409

# **100 PERCENT DIRECT MARKETING LIMITED**

## **DIRECTOR'S REPORT AND UNAUDITED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31<sup>ST</sup> JULY 2012**

WEDNESDAY



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01/05/2013

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COMPANIES HOUSE

**100 PERCENT DIRECT MARKETING LIMITED**

Directors

M A Howe

H A Howe

Registered Office

Suite 7, 207 Hook Road

Chessington

Surrey KT9 1HT

**DIRECTORS' REPORT**

The Directors present their Report with the Accounts of the Company for the year ended 31<sup>st</sup> July 2012

**Principal Activity**

The Company carried on the activities of Direct Marketing

**Directors**

The Directors named in the preamble to the Report held office throughout the year

**Directors' Responsibilities**

Company Law requires the Directors to prepare Accounts for each financial year 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 the profit or loss of the Company for that period. In preparing those Accounts the Directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- prepare the Accounts on the going concern basis unless it is inappropriate to presume that the company will continue in business

The Directors are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the Accounts comply with the Companies Act. They are also responsible for safeguarding the Assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above Report has been prepared in accordance with the small Companies regime of the Companies Act 2006

BY ORDER OF THE BOARD



M A Howe

Dated 16/4/2013

**ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE UNAUDITED  
FINANCIAL STATEMENTS OF 100 PERCENT DIRECT MARKETING LIMITED  
FOR THE YEAR ENDED 31<sup>ST</sup> JULY 2012**

In order to assist you to fulfil your duties under the Companies Act 2006, we have compiled the financial statements of the Company which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the accounting records and information and explanations you have given to us

This Report is made solely to the Company's Board of Directors, as a body, in accordance with the terms of our engagements. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the Company's Board of Directors that we have done so, and state those matters that we have agreed to state to them in this 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 and the Company's Board of Directors, as a body, for our work or for this report

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements

You have acknowledged on the balance sheet for the year ended 31<sup>st</sup> July 2012 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Acts. You consider that the company is exempt from the statutory requirement for an audit for the year

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not therefore express any opinion on the financial statements

24.4.13



H Graham King & Co  
Chartered Accountants  
Southernhay  
207 Hook Road  
Chessington  
Surrey KT9 1HJ

**100 PERCENT DIRECT MARKETING LIMITED**  
**PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31<sup>ST</sup> JULY 2012**

Period 9 7 10

To 31 7 11

178,802	Turnover	62,069
<u>(106,555)</u>	Cost of Sales	<u>(15,737)</u>
72,247	Gross Profit	46,332
<u>(27,799)</u>	Administrative expenses	<u>(29,069)</u>
44,448	Operating profit	17,263
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		
<u>(9,484)</u>	Tax on profit on ordinary activities	<u>(3,812)</u>
34,964	Profit for the financial year	13,451
<u>(34,964)</u>	Dividends Paid	<u>(13,451)</u>
<u>£ -</u>	Retained Profit for the Year	<u>£ -</u>

**100 PERCENT DIRECT MARKETING LIMITED**  
**BALANCE SHEET AT 31<sup>ST</sup> JULY 2012**

2011

31<sup>st</sup> July 2012  
£

<b>Current Assets</b>			
26,751	Debtors	2	37,508
<u>7,525</u>	Cash at bank and in hand		<u>795</u>
34,276			38,303
<u>(34,176)</u>	Creditors: Amounts falling due within one year	3	<u>(38,203)</u>
<u>£100</u>	Net assets		<u>100</u>
<b>Capital and reserves</b>			
<u>£100</u>	Called up share capital	4	<u>100</u>

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the Financial Reporting Standards for Smaller Entities (effective 2008)

For the year ending 31<sup>st</sup> July 2012 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

Approved by the Board on 16<sup>th</sup> Dec 2013 and signed on its behalf by



M A Howe  
Director

**100 PERCENT DIRECT MARKETING LIMITED**  
**Notes to the Financial Statements for the year ended 31<sup>st</sup> July 2012**

**1 Accounting policies**

**Basis of preparation**

The financial statements 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 net invoiced Commissions and Sales of Goods, excluding Value Added Tax

<b>2. Debtors</b>	<u>2012</u>	<u>2011</u>
Trade	888	4,189
Other Debtors	<u>36,620</u>	<u>22,562</u>
	<u>£37,508</u>	<u>£26,751</u>

Other Debtors includes the sum of £34,408 (2011 £20,380) which consists of sums due from the Directors, which since the Balance Sheet date has been recovered by way of distributions and loan repayments

<b>3 Creditors</b>		
Trade	20,609	23,620
Corporation Tax	14,894	9,484
Accruals	<u>2,700</u>	<u>1,072</u>
	<u>£38,203</u>	<u>£34,176</u>

**4 Share Capital**

Allotted, Called Up and Fully Paid Shares

100 Ordinary Shares of £1 each	<u>£100</u>	<u>£100</u>
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The Company is controlled by the Directors who own 100% of the called up Share Capital