

REGISTERED NUMBER: 07310409 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JULY 2018

FOR

100 PERCENT DIRECT MARKETING LIMITED

The Hughes Consultancy
1 Golden Court
Richmond
Surrey
TW9 1EU

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for the Year Ended 31 July 2018**

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100 PERCENT DIRECT MARKETING LIMITED

**COMPANY INFORMATION
for the Year Ended 31 July 2018**

DIRECTORS: M A Howe
Mrs H A Howe

SECRETARY: Mrs H A Howe

REGISTERED OFFICE: 1 Golden Court
Richmond
Surrey
TW9 1EU

REGISTERED NUMBER: 07310409 (England and Wales)

ACCOUNTANTS: The Hughes Consultancy
1 Golden Court
Richmond
Surrey
TW9 1EU

BALANCE SHEET
31 July 2018

	Notes	2018 £	2017 £
CURRENT ASSETS			
Debtors	4	34,063	27,249
Cash at bank		<u>4</u>	<u>-</u>
		34,067	27,249
CREDITORS			
Amounts falling due within one year	5	<u>35,353</u>	<u>27,080</u>
NET CURRENT (LIABILITIES)/ASSETS		(1,286)	169
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>(1,286)</u>	<u>169</u>
CAPITAL AND RESERVES			
Called up share capital		100	100
Retained earnings		<u>(1,386)</u>	<u>69</u>
SHAREHOLDERS' FUNDS		<u>(1,286)</u>	<u>169</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2018 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 29 April 2019 and were signed on its behalf by:

M A Howe - Director

NOTES TO THE FINANCIAL STATEMENTS
for the Year Ended 31 July 2018

1. **STATUTORY INFORMATION**

100 Percent Direct Marketing Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 2 (2017 - 2) .

4. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018	2017
	£	£
Trade debtors	7,318	7,952
Other debtors	26,745	19,297
	<u>34,063</u>	<u>27,249</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 July 2018**

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017
	£	£
Bank loans and overdrafts	9,757	4,537
Trade creditors	7,615	4,172
Taxation and social security	17,141	12,034
Other creditors	840	6,337
	<u>35,353</u>	<u>27,080</u>

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 1072 of the Companies Act 2006.