

Registered number
10521107

Simply Beautiful Concepts Ltd

Filleted Accounts

31 December 2019

Simply Beautiful Concepts Ltd**Registered number:** 10521107**Balance Sheet****as at 31 December 2019**

	Notes	2019	2018
		£	£
Fixed assets			
Intangible assets	3	15,564	23,564
Tangible assets	4	28,580	21,401
		<u>44,144</u>	<u>44,965</u>
Current assets			
Stocks		75,330	58,080
Debtors	5	89,372	82,140
Cash at bank and in hand		6,761	14,366
		<u>171,463</u>	<u>154,586</u>
Creditors: amounts falling due within one year	6	(212,756)	(193,823)
Net current liabilities		<u>(41,293)</u>	<u>(39,237)</u>
Total assets less current liabilities		<u>2,851</u>	<u>5,728</u>
Provisions for liabilities		(2,375)	(3,683)
Net assets		<u>476</u>	<u>2,045</u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		376	1,945
Shareholders' funds		<u>476</u>	<u>2,045</u>

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.

The 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 and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Lee Michael Deegan

Director

Approved by the board on 29 December 2020

Simply Beautiful Concepts Ltd
Notes to the Accounts
for the year ended 31 December 2019

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

Intangible fixed assets

Intangible fixed assets are measured at cost less accumulative amortisation and any accumulative impairment losses.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Plant and machinery	over 5 years
Fixtures, fittings, tools and equipment	over 5 years

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first in first out method. The carrying amount of stock sold is recognised as an expense in the period in which the related revenue is recognised.

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Taxation

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

Provisions

Provisions (ie liabilities of uncertain timing or amount) are recognised when there is an obligation at the reporting date as a result of a past event, it is probable that economic benefit will be transferred to settle the obligation and the amount of the obligation can be estimated reliably.

Leased assets

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership. All other leases are classified as operating leases. The rights of use and obligations under finance leases are initially recognised as assets and liabilities at amounts equal to the fair value of the leased assets or, if lower, the present value of the minimum lease payments. Minimum lease payments are apportioned between the finance charge and the reduction in the outstanding liability using the effective interest rate method. The finance charge is allocated to each period during the lease so as to produce a constant periodic rate of interest on the remaining balance of the liability. Leased assets are depreciated in accordance with the company's policy for tangible fixed assets. If there is no reasonable certainty that ownership will be obtained at the end of the lease term, the asset is depreciated over the lower of the lease term and its useful life. Operating lease payments are recognised as an expense on a straight line basis over the lease term.

Pensions

Contributions to defined contribution plans are expensed in the period to which they relate.

2 Employees	2019	2018
	Number	Number
Average number of persons employed by the company	<u>2</u>	<u>0</u>
3 Intangible fixed assets		£
Goodwill:		
Cost		
At 1 January 2019		40,000
At 31 December 2019		<u>40,000</u>
Amortisation		
At 1 January 2019		16,436
Provided during the year		8,000
At 31 December 2019		<u>24,436</u>

Net book value

At 31 December 2019	15,564
At 31 December 2018	23,564

Goodwill is being written off in equal annual instalments over its estimated economic life of 5 years.

4 Tangible fixed assets

	Plant and machinery etc	Motor vehicles	Total
	£	£	£
Cost			
At 1 January 2019	25,210	6,000	31,210
Additions	1,442	14,290	15,732
At 31 December 2019	26,652	20,290	46,942
Depreciation			
At 1 January 2019	7,341	2,468	9,809
Charge for the year	5,210	3,343	8,553
At 31 December 2019	12,551	5,811	18,362
Net book value			
At 31 December 2019	14,101	14,479	28,580
At 31 December 2018	17,869	3,532	21,401

5 Debtors	2019	2018
	£	£
Trade debtors	61,260	70,805
Other debtors	28,112	11,335
	89,372	82,140

6 Creditors: amounts falling due within one year	2019	2018
	£	£
Bank loans and overdrafts	18,079	12,835
Trade creditors	132,129	114,199
Taxation and social security costs	47,328	46,029
Directors loan account	-	7,062
Other creditors	15,220	13,698
	212,756	193,823

7 Related party transactions	2019	2018
Lee Deegan	£	£
Dividend paid of:	41,000	30,000

Amount payable to the director was:

- 7,062

8 Controlling party

The company is under the control of its director, Mr Lee Deegan, by virtue of his shareholding in the issued share capital of the company.

9 Other information

Simply Beautiful Concepts Ltd is a private company limited by shares and incorporated in England.

Its registered office is:

65 Delamere Road

Hayes

Middlesex

UB4 0NN

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