

Registered Number:NI063084

Northern Ireland

Advanced Marketing (NI) Ltd

Unaudited Financial Statements

For the year ended 31 December 2016

Advanced Marketing (NI) Ltd
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Statement of Financial Position
As at 31 December 2016

	Notes	2016 £	2015 £
Fixed assets			
Intangible assets	2	45,833	100,833
Property, plant and equipment	3	9,208	12,519
		55,041	113,352
Current assets			
Inventories		475,055	329,093
Trade and other receivables	4	1,031,264	938,117
Cash and cash equivalents		680,318	554,522
		2,186,637	1,821,732
Trade and other payables: amounts falling due within one year	5	(1,579,203)	(1,302,234)
Net current assets		607,434	519,498
Total assets less current liabilities		662,475	632,850
Provisions for liabilities		(1,750)	(2,504)
Net assets		660,725	630,346
Capital and reserves			
Called up share capital		200	2
Retained earnings		660,525	630,344
Shareholders' funds		660,725	630,346

For the year ended 31 December 2016 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2016 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for: a) ensuring that the company keeps proper accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

b) 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 Section 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.

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

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.

Advanced Marketing (NI) Ltd

**Statement of Financial Position Continued
For the year ended 31 December 2016**

These financial statements were approved and authorised for issue by the Board on 26 April 2017 and were signed by:

David Vance Director

Advanced Marketing (NI) Ltd

Notes to the Financial Statements For the year ended 31 December 2016

Statutory Information

Advanced Marketing (NI) Ltd is a private limited company, limited by shares, domiciled in Northern Ireland, registration number NI063084.

Registered address:

Unit 5

Blaris Industrial Estate

Altona Road

Lisburn

BT27 5QB

The presentation currency is £ sterling.

1. Accounting policies

Basis of preparing the financial statements

These financial statements have been prepared in accordance with the provisions of Section 1A of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical costs convention as modified by the revaluation of certain assets.

Revenue recognition

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2013, is being amortised evenly over its estimated useful life of 5 years.

Intangible assets

Intangible assets (including purchased goodwill and patents) are amortised at rates calculated to write off the assets on a straight line basis over their estimated useful economic lives. Impairment of intangible assets is only reviewed where circumstances indicate that the carrying value of an asset may not be fully recoverable.

Property, plant and equipment

Tangible fixed assets, other than freehold land, are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Office equipment	20% Straight line
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Inventories

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow moving items. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

Deferred tax

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

Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rate of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All foreign exchange differences are included to the profit and loss account.

Advanced Marketing (NI) Ltd

Notes to the Financial Statements Continued For the year ended 31 December 2016

Hire purchase and leasing commitments

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme for the benefit of its directors/and employees. Contributions payable are charged to the profit and loss account in the period in which they are payable.

2. Intangible fixed assets

	Goodwill
Cost or valuation	£
At 01 January 2016	275,000
At 31 December 2016	275,000
Amortisation	
At 01 January 2016	174,167
Charge for year	55,000
At 31 December 2016	229,167
Net book value	
At 31 December 2016	45,833
At 31 December 2015	100,833

3. Property, plant and equipment

	Office equipment £
Cost or valuation	
At 01 January 2016	19,342
Additions	646
At 31 December 2016	19,988
Provision for depreciation and impairment	
At 01 January 2016	6,823
Charge for year	3,957
At 31 December 2016	10,780
Net book value	
At 31 December 2016	9,208
At 31 December 2015	12,519

Advanced Marketing (NI) Ltd

**Notes to the Financial Statements Continued
For the year ended 31 December 2016**

4. Trade and other receivables

	2016	2015
	£	£
Trade debtors	1,013,818	904,941
Other debtors	17,446	33,176
	1,031,264	938,117

5. Trade and other payables: amounts falling due within one year

	2016	2015
	£	£
Bank loans and overdraft	-	649
Trade creditors	948,369	543,081
Taxation and social security	61,004	104,723
Other creditors	569,830	653,781
	1,579,203	1,302,234

6. Related party transactions

The ultimate controlling parties are Mr D Vance and Mrs H Vance who each own 45% of the issued share capital of the company.

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.