

Registered Number:NI063084

Northern Ireland

Advanced Marketing (NI) Ltd

Unaudited Financial Statements

For the year ended 31 December 2017

Advanced Marketing (NI) Ltd
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Statement of Financial Position
As at 31 December 2017

	Notes	2017 £	2016 £
Fixed assets			
Intangible assets	2	-	45,833
Property, plant and equipment	3	13,666	9,208
		13,666	55,041
Current assets			
Inventories	4	433,715	475,055
Trade and other receivables	5	999,162	1,031,264
Cash and cash equivalents		429,809	680,318
		1,862,686	2,186,637
Trade and other payables: amounts falling due within one year	6	(1,209,161)	(1,579,401)
Net current assets		653,525	607,236
Total assets less current liabilities		667,191	662,277
Provisions for liabilities		(2,597)	(1,750)
Net assets		664,594	660,527
Capital and reserves			
Called up share capital		2	2
Retained earnings		664,592	660,525
Shareholders' funds		664,594	660,527

For the year ended 31 December 2017 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 2017 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 2017**

These financial statements were approved and authorised for issue by the Board on 09 April 2018 and were signed by:

David Vance Director

Advanced Marketing (NI) Ltd

Notes to the Financial Statements For the year ended 31 December 2017

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.

Advanced Marketing (NI) Ltd

Notes to the Financial Statements Continued For the year ended 31 December 2017

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.

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 2017	275,000
At 31 December 2017	275,000
Amortisation	
At 01 January 2017	229,167
Charge for year	45,833
At 31 December 2017	275,000
Net book value	
At 31 December 2017	-
At 31 December 2016	45,833

Advanced Marketing (NI) Ltd

**Notes to the Financial Statements Continued
For the year ended 31 December 2017**

3. Property, plant and equipment

	Office equipment £
Cost or valuation	
At 01 January 2017	19,988
Additions	9,534
Disposals	(774)
At 31 December 2017	28,748
Provision for depreciation and impairment	
At 01 January 2017	10,780
Charge for year	4,790
On disposal	(488)
At 31 December 2017	15,082
Net book value	
At 31 December 2017	13,666
At 31 December 2016	9,208

4. Inventories

	2017	2016
	£	£
Stocks	433,715	475,055

5. Trade and other receivables

	2017	2016
	£	£
Trade debtors	974,781	1,013,818
Other debtors	24,381	17,446
	999,162	1,031,264

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

	2017	2016
	£	£
Trade creditors	825,625	948,369
Taxation and social security	77,256	61,004
Other creditors	306,280	570,028
	1,209,161	1,579,401

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.