

Registered Number 00983605

Alexander Advertising International Ltd

Abbreviated Accounts

31 May 2011

**Alexander Advertising International Ltd**

**Registered Number 00983605**

**Company Information**

**Registered Office:**

21 St Martins Street  
Wallingford  
Oxfordshire  
OX10 0DE

**Reporting Accountants:**

Buffery & Co Ltd

25 Hart Street  
Henley on Thames  
Oxfordshire  
RG9 2AR

Alexander Advertising International Ltd

Registered Number 00983605

Balance Sheet as at 31 May 2011

	Notes	2011 £	2010 £
<b>Fixed assets</b>			
Tangible	2	4,743	5,826
		<u>4,743</u>	<u>5,826</u>
<b>Current assets</b>			
Debtors		213,983	196,432
Cash at bank and in hand		50,077	21,279
Total current assets		<u>264,060</u>	<u>217,711</u>
<b>Creditors: amounts falling due within one year</b>		(254,989)	(210,401)
<b>Net current assets (liabilities)</b>		9,071	7,310
<b>Total assets less current liabilities</b>		<u>13,814</u>	<u>13,136</u>
<b>Total net assets (liabilities)</b>		<u>13,814</u>	<u>13,136</u>
<b>Capital and reserves</b>			
Called up share capital	3	10,000	10,000
Profit and loss account		3,814	3,136
<b>Shareholders funds</b>		<u>13,814</u>	<u>13,136</u>

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- a. For the year ending 31 May 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
  - b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
  - c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
  - d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 09 August 2011

And signed on their behalf by:

**J P Alexander, Director**

**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 1068 of the Companies Act 2006.**

## Notes to the Abbreviated Accounts

For the year ending 31 May 2011

1 **Accounting policies**

**Accounting convention**

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 sales of goods, excluding value added tax. Turnover represents net invoiced sales of services, excluding value added tax.

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

**Depreciation**

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Plant and machinery	15% on reducing balance
Computer equipment	30% on reducing balance

2 **Tangible fixed assets**

		<b>Total</b>
		<b>£</b>
<b>Cost</b>		
At 01 June 2010	-	<u>28,983</u>
At 31 May 2011	-	<u>28,983</u>
<b>Depreciation</b>		
At 01 June 2010		23,157
Charge for year	-	<u>1,083</u>
At 31 May 2011	-	<u>24,240</u>
<b>Net Book Value</b>		
At 31 May 2011		4,743
At 31 May 2010	-	<u>5,826</u>

3 **Share capital**

2011	2010
£	£

**Allotted, called up and fully  
paid:**

10000 Ordinary shares of £1 each	10,000	10,000
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**4 Controlling party.**

The ultimate control in the company is held by Mr B J Alexander, a director of the company.