

Registered Number 00983605

Alexander Advertising International Ltd

Abbreviated Accounts

31 May 2012

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 2012

	Notes	2012 £	2011 £
Fixed assets			
Tangible	2	5,236	4,743
		<u>5,236</u>	<u>4,743</u>
Current assets			
Debtors		242,473	213,983
Cash at bank and in hand		103,108	50,077
Total current assets		<u>345,581</u>	<u>264,060</u>
Creditors: amounts falling due within one year		(296,379)	(254,989)
Net current assets (liabilities)		49,202	9,071
Total assets less current liabilities		<u>54,438</u>	<u>13,814</u>
Total net assets (liabilities)		<u>54,438</u>	<u>13,814</u>
Capital and reserves			
Called up share capital	3	10,000	10,000
Profit and loss account		44,438	3,814
Shareholders funds		<u>54,438</u>	<u>13,814</u>

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- a. For the year ending 31 May 2012 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 July 2012

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 2012

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

	Total
Cost	£
At 01 June 2011	28,983
Additions	2,044
Disposals	-
At 31 May 2012	<u>26,897</u>
Depreciation	
At 01 June 2011	24,240
Charge for year	1,434
On disposals	-
At 31 May 2012	<u>21,661</u>
Net Book Value	
At 31 May 2012	5,236
At 31 May 2011	<u>4,743</u>

3 Share capital

	2012 £	2011 £
Allotted, called up and fully paid:		
10000 Ordinary shares of £1 each	10,000	10,000