

**REGISTERED NUMBER: 1456994 (England and Wales)**

**ABBREVIATED UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31 MARCH 2010  
FOR  
ARGENT MARKETING SERVICES LIMITED**

TUESDAY



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**ARGENT MARKETING SERVICES LIMITED**

**CONTENTS OF THE ABBREVIATED ACCOUNTS  
for the year ended 31 March 2010**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Abbreviated Balance Sheet</b>	<b>2</b>
<b>Notes to the Abbreviated Accounts</b>	<b>4</b>

**ARGENT MARKETING SERVICES LIMITED**

**COMPANY INFORMATION**  
**for the year ended 31 March 2010**

**DIRECTOR:** Mrs J P Maddocks

**REGISTERED OFFICE:** 124 Thorpe Road  
Norwich  
Norfolk  
NR1 1RS

**REGISTERED NUMBER:** 1456994 (England and Wales)

**ACCOUNTANTS:** Sexty & Co  
Chartered Certified Accountants  
124 Thorpe Road  
Norwich  
Norfolk  
NR1 1RS

**ARGENT MARKETING SERVICES LIMITED**

**ABBREVIATED BALANCE SHEET**  
**31 March 2010**

	Notes	£	2010	£	£	2009	£
<b>FIXED ASSETS</b>							
Tangible assets	2			11,399			15,119
Investments	3			6,249			6,249
				<u>17,648</u>			<u>21,368</u>
<b>CURRENT ASSETS</b>							
Stocks			352,379			347,246	
Debtors			14,608			14,915	
Cash at bank and in hand			112,376			192,012	
			<u>479,363</u>			<u>554,173</u>	
<b>CREDITORS</b>							
Amounts falling due within one year			103,994			77,140	
			<u>103,994</u>			<u>77,140</u>	
<b>NET CURRENT ASSETS</b>				375,369			477,033
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>				393,017			498,401
<b>PROVISIONS FOR LIABILITIES</b>				750			1,150
<b>NET ASSETS</b>				<u>392,267</u>			<u>497,251</u>
<b>CAPITAL AND RESERVES</b>							
Called up share capital	4			100			100
Profit and loss account				392,167			497,151
				<u>392,267</u>			<u>497,251</u>
<b>SHAREHOLDERS' FUNDS</b>				<u>392,267</u>			<u>497,251</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2010

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2010 in accordance with Section 476 of the Companies Act 2006

The director acknowledges her responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- 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 Sections 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

The notes form part of these abbreviated accounts

**ARGENT MARKETING SERVICES LIMITED**

**ABBREVIATED BALANCE SHEET - continued**  
**31 March 2010**

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the director on 21/7/2010 and were signed by



Mrs J P Maddocks - Director

The notes form part of these abbreviated accounts

## ARGENT MARKETING SERVICES LIMITED

### NOTES TO THE ABBREVIATED ACCOUNTS for the year ended 31 March 2010

#### 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

##### Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Short leasehold	- Straight line over 8 years
Improvements to property	- 25% on reducing balance
Fixtures and fittings	- 25% on reducing balance
Equipment	- 25% on reducing balance

##### Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items

##### Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

##### Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate

#### 2 TANGIBLE FIXED ASSETS

	Total £
<b>COST</b>	
At 1 April 2009 and 31 March 2010	112,106
<b>DEPRECIATION</b>	
At 1 April 2009	96,987
Charge for year	3,720
At 31 March 2010	100,707
<b>NET BOOK VALUE</b>	
At 31 March 2010	11,399
At 31 March 2009	15,119

**ARGENT MARKETING SERVICES LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS - continued  
for the year ended 31 March 2010**

**3 FIXED ASSET INVESTMENTS**

Investments  
other  
than  
loans  
£

**COST**

At 1 April 2009  
and 31 March 2010

6,249

**NET BOOK VALUE**

At 31 March 2010

6,249

At 31 March 2009

6,249

**4 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid  
Number      Class

Nominal  
value

2010  
£

2009  
£

70      A Ordinary  
30      B Ordinary

£1  
£1

70  
30

70  
30

100

100