

**REGISTERED NUMBER: 2714310 (England and Wales)**

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 30 SEPTEMBER 2011**

**FOR**

**PRIME CHOICE LIMITED**

SATURDAY



\*AG4TNZR0\*

A42

03/12/2011

355

COMPANIES HOUSE

**PRIME CHOICE LIMITED**

**CONTENTS OF THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2011**

	<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>

**PRIME CHOICE LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2011**

**DIRECTORS:**

M Ghile  
Mrs L E Roberts

**SECRETARY:**

M Ghile

**REGISTERED OFFICE:**

155 Wellingborough Road  
RUSHDEN  
Northamptonshire  
NN10 9TB

**REGISTERED NUMBER:**

2714310 (England and Wales)

**ACCOUNTANTS:**

Trevor L Newell & Co  
Chartered Accountants  
155 Wellingborough Road  
RUSHDEN  
Northamptonshire  
NN10 9TB

**PRIME CHOICE LIMITED**

**ABBREVIATED BALANCE SHEET  
30 SEPTEMBER 2011**

	Notes	2011 £	2010 £
<b>FIXED ASSETS</b>			
Intangible assets	2	-	-
Tangible assets	3	43,200	31,300
		<u>43,200</u>	<u>31,300</u>
<b>CURRENT ASSETS</b>			
Debtors		68,617	64,272
Cash at bank		510,824	480,537
		<u>579,441</u>	<u>544,809</u>
<b>CREDITORS</b>			
Amounts falling due within one year		474,998	465,581
		<u>474,998</u>	<u>465,581</u>
<b>NET CURRENT ASSETS</b>		<u>104,443</u>	<u>79,228</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>147,643</u>	<u>110,528</u>
<b>CREDITORS</b>			
Amounts falling due after more than one year		18,439	9,097
		<u>18,439</u>	<u>9,097</u>
<b>NET ASSETS</b>		<u>129,204</u>	<u>101,431</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	4	4,000	4,000
Profit and loss account		125,204	97,431
		<u>129,204</u>	<u>101,431</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>129,204</u>	<u>101,431</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2011

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2011 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their 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

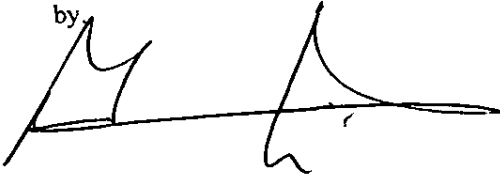
**PRIME CHOICE LIMITED**

**ABBREVIATED BALANCE SHEET - continued**  
**30 SEPTEMBER 2011**

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 Board of Directors on 15 November 2011 and were signed on its behalf

by

A handwritten signature in black ink, appearing to be 'M Ghile', written over a horizontal line.

M Ghile - Director

The notes form part of these abbreviated accounts

**PRIME CHOICE LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 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**

The company's turnover represents the value, excluding value added tax, of goods and services supplied to customers during the year. No goods or services were exported (2010 - Nil)

**Goodwill**

Goodwill is being written off evenly over the Directors estimate of its useful life of seven years

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter

Fixtures and fittings	- 25% on reducing balance
Motor vehicles	- 25% on reducing balance

**Hire purchase and leasing commitments**

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter.

The interest element of these obligations is charged to the profit and loss account over the relevant period. The capital element of the future payments is treated as a liability.

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

**2 INTANGIBLE FIXED ASSETS**

	<b>Total £</b>
<b>COST</b>	
At 1 October 2010 and 30 September 2011	<b>70,000</b>
<b>AMORTISATION</b>	
At 1 October 2010 and 30 September 2011	<b>70,000</b>
<b>NET BOOK VALUE</b>	
At 30 September 2011	-
At 30 September 2010	-

**PRIME CHOICE LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS - continued  
FOR THE YEAR ENDED 30 SEPTEMBER 2011**

**3 TANGIBLE FIXED ASSETS**

	<b>Total £</b>
<b>COST</b>	
At 1 October 2010	106,741
Additions	44,221
Disposals	(44,376)
	<u>106,586</u>
At 30 September 2011	<u>106,586</u>
<b>DEPRECIATION</b>	
At 1 October 2010	75,441
Charge for year	14,521
Eliminated on disposal	(26,576)
	<u>63,386</u>
At 30 September 2011	<u>63,386</u>
<b>NET BOOK VALUE</b>	
At 30 September 2011	<u>43,200</u>
At 30 September 2010	<u>31,300</u>

**4 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid				
Number	Class	Nominal value	2011 £	2010 £
4,000	Ordinary	£1	<u>4,000</u>	<u>4,000</u>

**5 RELATED PARTY DISCLOSURES**

M Ghile is a director and controlling shareholder of both Prime Choice Limited and MERG Limited. During the year, Prime Choice Limited paid MERG Limited rental payments of £28,000. MERG Limited had an intercompany debt owing to Prime Choice Limited of £53,513 at the 30 September 2010.