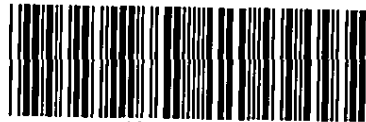


REGISTERED NUMBER: 02714310 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 30 SEPTEMBER 2012
FOR
PRIME CHOICE LIMITED

MONDAY



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PRIME CHOICE LIMITED

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FOR THE YEAR ENDED 30 SEPTEMBER 2012**

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PRIME CHOICE LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 30 SEPTEMBER 2012

DIRECTOR: M Ghile

SECRETARY: M Ghile

REGISTERED OFFICE: 155 Wellingborough Road
RUSHDEN
Northamptonshire
NN10 9TB

REGISTERED NUMBER: 02714310 (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 2012**

	Notes	2012 £	2011 £
FIXED ASSETS			
Intangible assets	2	-	-
Tangible assets	3	<u>39,600</u>	<u>43,200</u>
		39,600	43,200
CURRENT ASSETS			
Debtors		63,341	68,617
Cash at bank		<u>506,904</u>	<u>510,824</u>
		570,245	579,441
CREDITORS			
Amounts falling due within one year		<u>484,633</u>	<u>474,998</u>
NET CURRENT ASSETS		85,612	104,443
TOTAL ASSETS LESS CURRENT LIABILITIES		125,212	147,643
CREDITORS			
Amounts falling due after more than one year		<u>18,703</u>	<u>18,439</u>
NET ASSETS		106,509	129,204
CAPITAL AND RESERVES			
Called up share capital	4	4,000	4,000
Profit and loss account		<u>102,509</u>	<u>125,204</u>
SHAREHOLDERS' FUNDS		106,509	129,204

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2012 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his 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

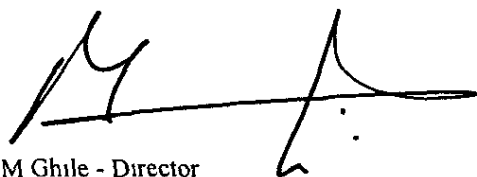
The notes form part of these abbreviated accounts

PRIME CHOICE LIMITED

ABBREVIATED BALANCE SHEET - continued
30 SEPTEMBER 2012

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 28 November 2012 and were signed 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 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

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 (2011 - 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

	Total £
COST	
At 1 October 2011	
and 30 September 2012	70,000
AMORTISATION	
At 1 October 2011	
and 30 September 2012	70,000
NET BOOK VALUE	
At 30 September 2012	-
At 30 September 2011	-

PRIME CHOICE LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 30 SEPTEMBER 2012**

3 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 October 2011	106,586
Additions	16,714
Disposals	(12,515)
	<hr/>
At 30 September 2012	110,785
	<hr/>
DEPRECIATION	
At 1 October 2011	63,386
Charge for year	13,314
Eliminated on disposal	(5,515)
	<hr/>
At 30 September 2012	71,185
	<hr/>
NET BOOK VALUE	
At 30 September 2012	39,600
	<hr/>
At 30 September 2011	43,200
	<hr/>

4 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid				
Number	Class	Nominal value	2012 £	2011 £
4,000	Ordinary	£1	<u>4,000</u>	<u>4,000</u>