

REGISTERED NUMBER: 2714310 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 30 SEPTEMBER 2009

FOR

PRIME CHOICE LIMITED



PRIME CHOICE LIMITED

**CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 SEPTEMBER 2009**

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	4

PRIME CHOICE LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 30 SEPTEMBER 2009

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 2009

	Notes	2009 £	£	2008 £	£
FIXED ASSETS					
Intangible assets	2		-		-
Tangible assets	3		33,200		44,300
			<u>33,200</u>		<u>44,300</u>
CURRENT ASSETS					
Debtors		65,666		64,105	
Cash at bank		486,493		540,613	
		<u>552,159</u>		<u>604,718</u>	
CREDITORS					
Amounts falling due within one year		452,294		501,614	
NET CURRENT ASSETS			<u>99,865</u>		<u>103,104</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>133,065</u>		<u>147,404</u>
CREDITORS					
Amounts falling due after more than one year			10,467		16,448
NET ASSETS			<u>122,598</u>		<u>130,956</u>
CAPITAL AND RESERVES					
Called up share capital	4		4,000		4,000
Profit and loss account			118,598		126,956
SHAREHOLDERS' FUNDS			<u>122,598</u>		<u>130,956</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2009.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2009 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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.

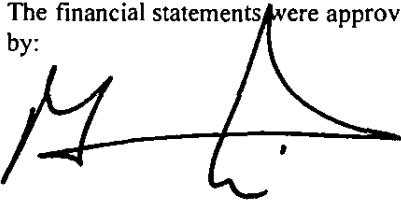
The notes form part of these abbreviated accounts

PRIME CHOICE LIMITED

ABBREVIATED BALANCE SHEET - continued
30 SEPTEMBER 2009

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 19 November 2009 and were signed on its behalf by:

A handwritten signature in black ink, appearing to be 'M Ghile', with a long horizontal stroke extending to the right.

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 2009

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 (2008 - 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 2008	
and 30 September 2009	70,000
AMORTISATION	
At 1 October 2008	
and 30 September 2009	70,000
NET BOOK VALUE	
At 30 September 2009	-
At 30 September 2008	-

PRIME CHOICE LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 30 SEPTEMBER 2009

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 October 2008 and 30 September 2009	<u>106,627</u>
DEPRECIATION	
At 1 October 2008	62,327
Charge for year	<u>11,100</u>
At 30 September 2009	<u>73,427</u>
NET BOOK VALUE	
At 30 September 2009	<u>33,200</u>
At 30 September 2008	<u>44,300</u>

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2009 £	2008 £
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 2009.