

Company Registration No. 2812161 (England and Wales)

MARKETING REFLEX LIMITED
DIRECTOR'S REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2004

REVISED ACCOUNTS



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COMPANIES HOUSE
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MARKETING REFLEX LIMITED

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MARKETING REFLEX LIMITED

DIRECTOR'S REPORT FOR THE YEAR ENDED 31 JANUARY 2004

The Director presents his report and financial statements for the year ended 31 January 2004.

Principal activities

The principal activity of the company is marketing consultancy and the organisation of sales promotion schemes.

Director

The following director has held office since 1 February 2003:

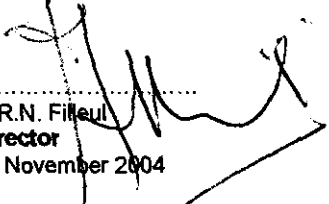
G.R.N. Filleul

Director's interests

	Ordinary shares of £1 each	
	31 January 2004	1 February 2003
G.R.N Filleul	100	100

This report has been prepared in accordance with the special provisions of Part V11 of the Companies ACT 1985 relating to small companies.

On behalf of the board


G.R.N. Filleul
Director
30 November 2004

Reviewed 28/07/05.

MARKETING REFLEX LIMITED
PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 JANUARY 2004

	Notes	2004 £	2003 £
Turnover		1,750	9,000
Cost of Sales		0	0
Gross profit/(loss)		1,750	9,000
Administrative expenses		(12,452)	(16,455)
Operating loss	2	(10,702)	(7,455)
Interest Payable and similar charges		0	0
Loss on ordinary activities before taxation	3	(10,702)	(7,455)
Tax on loss on ordinary activities		-	-
Loss on ordinary activities after taxation	7	(10,702)	(7,455)

MARKETING REFLEX LIMITED
BALANCE SHEET
FOR THE YEAR ENDED 31 JANUARY 2004

			2004	2003
	Notes	£	£	£
Fixed Assets				
Tangible assets	4	238		796
Current assets				
Stocks (written off) £600		0		
Cash at bank and in hand		0		
Creditors: amounts falling due within one year	5	<u>(145,119)</u>	<u>(134,975)</u>	
Net current liabilities			<u>(144,881)</u>	<u>(134,179)</u>
Total assets less current liabilities				
Capital and reserves				
Called up share capital	6	100		100
Profit and loss account	7	<u>(144,781)</u>	<u>(144,781)</u>	<u>(134,079)</u>
Shareholders' funds			<u>(144,781)</u>	<u>(134,079)</u>

In preparing these financial statements:

- (a) The director is of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985
- (b) No notice has been deposited under Section 249B(2) of the Companies Act 1985 and
- (c) The Director acknowledges his responsibilities for:
 - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and
 - (ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit and loss for the financial year in accordance with the requirements of Section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company

These financial statements have been prepared in accordance with the special provisions of Part V11 of the Companies ACT 1985 relating to small companies and with the financial Reporting Standard for Smaller Entities (effective March 2000)

The financial statements were approved by the Board on 27.11.2004

GRN Filleul
 Director



MARKETING REFLEX LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2004

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective March 2000)

1.2 Turnover

Turnover represents amounts receivable for services rendered.

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Fixtures, fittings & equipment 25% reducing balance

2 Operating loss

Operating loss is stated after charging:
 Depreciation of tangible assets

2004 2003
 £ £

238 359

3 Taxation

4 Tangible fixed assets

Cost £
 At 1 February 2003 796
 Additions 0

At 31 January 2004 796

Depreciation
 At 1 February 2003 359
 Charge for the year 199

At 31 January 2004 558

Net Book Value
 At 31 January 2003 359

At 31 January 2004 238

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2004**

5 Creditors: amounts falling due within one year	2004	2003
	£	£
Bank loans and overdrafts	5,333	4,783
Trade creditors	83,551	83,551
Taxation and social security	0	0
Other creditors	57,991	46,641
	<u>146,875</u>	<u>134,975</u>

6 Share capital	2004	2003
	£	£
Authorised		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

7 Statement of movements on profit and loss account

	Profit and loss account £
Balance at 1 February 2003	(134,179)
Retained loss for the year	(10,702)
Balance at 31 January 2004	<u>(144,881)</u>

8 Financial commitments

At 31 January 2004 the company had annual commitments under non-cancellable operating leases as follows:

	2004	2003
	£	£
Expiry date:		
Within one year	3620	3620

**DETAILED TRADING AND PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 JANUARY 2004**

		2004	2003
	£	£	£
Turnover			
Sales		1750	9000
Cost of Sales			
Opening stock and work in progress	600	600	
Purchases	0	0	
Direct costs	0	0	
Sales promotions	-	-	
	<u>600</u>	<u>600</u>	
Closing stock and work in progress	<u>(600)</u>	<u>0</u>	<u>0</u>
Gross profit/(loss)		1,750	9,000
Administrative expenses		<u>(12452)</u>	<u>(16455)</u>
Operating loss		(10702)	(7455)
Interest Payable			
Bank interest payable		<u>0</u>	<u>0</u>
Loss before taxation		<u>(10702)</u>	<u>(7455)</u>

MARKETING REFLEX LIMITED
SCHEDULE OF ADMINISTRATIVE EXPENSES
FOR THE YEAR ENDED 31 JANUARY 2004

	2004	2003
	£	£
Administrative expenses		
Rent	8,994	9,870
Repairs & maintenance	0	2,065
Printing, postage & stationery	10	113
Telephone	1,938	2,095
Legal and professional fees	426	400
Accountancy	150	573
Bank charges	641	980
Sundry expenses	55	0
Depreciation of F&F & E	238	359
	<u>12,452</u>	<u>16,455</u>

F&F & E – Furniture Fittings and Equipment