

Company No. 2812161

Marketing Reflex Limited
Abbreviated Financial Statements
for the year ended 31 January 1997



Marketing Reflex Limited
Abbreviated Balance Sheet
as at 31 January 1997

	Notes	1997 £	1996 £
Fixed Assets			
Tangible assets	2	487	188
Current Assets			
Stocks		29,799	30,066
Debtors		1,336	7,061
		<u>31,135</u>	<u>37,127</u>
Creditors: amounts falling due within one year		<u>(108,769)</u>	<u>(122,119)</u>
Net Current Liabilities		<u>(77,634)</u>	<u>(84,992)</u>
Total Assets Less Current Liabilities		<u>£ (77,147)</u>	<u>£ (84,804)</u>
Capital and Reserves			
Called up share capital	3	100	100
Profit and loss account		(77,247)	(84,904)
		<u>£ (77,147)</u>	<u>£ (84,804)</u>

The directors' statements set out on page 2 form an integral part of the abbreviated balance sheet.

The notes on pages 3 to 4 form part of these abbreviated financial statements.

Marketing Reflex Limited

Abbreviated Balance Sheet (continued)
as at 31 January 1997

The directors' statements set out below form an integral part of the abbreviated balance sheet.

In preparing these abbreviated financial statements:

- (a) The directors are 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 directors acknowledge their 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 or 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.

In the opinion of the directors the company is entitled to the exemptions as a small company and the abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985.

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Director

25th November 1997

Marketing Reflex Limited

Notes to the Abbreviated Financial Statements for the year ended 31 January 1997

1. Accounting Policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention, on a going concern basis which is dependent upon the continued financial support of the company's bankers, creditors and directors and include the results of the company's operations as indicated in the directors' report, all of which are continuing.

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cashflow statement on the grounds that it is a small company.

1.2 Turnover

Turnover represents amounts receivable for goods and services provided in the UK net of VAT and trade discounts.

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 and equipment	-	25% reducing balance
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1.4 Leasing

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

1.5 Stock

Stock is valued at the lower of cost and net realisable value.

1.6 Deferred taxation

Provision is made for deferred taxation using the liability method to take account of timing differences between the incidence of income and expenditure for taxation and accounting purposes except to the extent that the directors consider that a liability to taxation is unlikely to crystallise.

Marketing Reflex Limited

**Notes to the Abbreviated Financial Statements
for the year ended 31 January 1997**

2. Fixed Assets

	Tangible assets
	£
Cost	
At 1 February 1996	302
Additions	500
	<hr/>
At 31 January 1997	802
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Depreciation	
At 1 February 1996	114
Charge for year	201
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At 31 January 1997	315
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Net book values	
At 31 January 1997	£ 487
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At 31 January 1996	£ 188
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3. Share Capital

	1997	1996
	£	£
Authorised		
100 Ordinary shares of £1 each	100	100
	<hr/> <hr/>	<hr/> <hr/>
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	100	100
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