

**Company Registration No. 2812161 (England and Wales)**

**MARKETING REFLEX LIMITED**  
**DIRECTOR'S REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 JANUARY 2008**

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# **MARKETING REFLEX LIMITED**

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# MARKETING REFLEX LIMITED

## DIRECTOR'S REPORT FOR THE YEAR ENDED 31 JANUARY 2008

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The Director presents his report and financial statements for the year ended 31 January 2008

### 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 2007

G R N Filleul

### Director's interests

	Ordinary shares of £1 each	
	31 January 2008	1 February 2007
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  
12 November 2008



**MARKETING REFLEX LIMITED**  
**PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 31 JANUARY 2008**

	Notes	2008 £	2007 £
<b>Turnover</b>		0	0
Cost of Sales		0	0
<b>Gross profit/(loss)</b>		0	0
Administrative expenses		(12,229)	(12,499)
<b>Operating Profit/Loss</b>	<b>2</b>	(12,229)	(12,499)
Interest Payable and Similar charges		0	0
<b>Profit/Loss on ordinary activities before taxation</b>	<b>3</b>	(12,229)	(12,499)
Tax on loss on ordinary activities		-	-
<b>Profit/Loss on ordinary activities after taxation</b>	<b>7</b>	(12,229)	(12,499)

**MARKETING REFLEX LIMITED**  
**BALANCE SHEET**  
**FOR THE YEAR ENDED 31 JANUARY 2008**

			2008	2007
	Notes	£	£	£
<b>Fixed Assets</b>				
Tangible assets	4	100		100
<b>Current assets</b>				
Stocks (written off)		0		0
Cash at bank and in hand		0		0
<b>Creditors: amounts falling due within one year</b>	5	<u>(136,652)</u>	<u>(124,423)</u>	
<b>Net current liabilities</b>			<u>(136,552)</u>	<u>(124,323)</u>
<b>Total assets less current liabilities</b>				
<b>Capital and reserves</b>				
Called up share capital	6	100		100
Profit and loss account	7	<u>(136,652)</u>	<u>(124,423)</u>	
<b>Shareholders' funds</b>			<u>(136,552)</u>	<u>(124,323)</u>

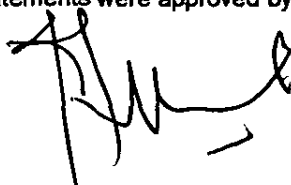
In preparing these financial statements

- (a) The director is of the opinion that the company is entitled to the exemption from audit conferred by Section 249A91 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 12 11 2008

GRN Filleul  
 Director



**MARKETING REFLEX LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 JANUARY 2008**

**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

2008	2007
£	£

75	100
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**3 Taxation**

**4 Tangible fixed assets**

<b>Cost</b>	<b>£</b>
At 1 February 2007	796
Additions	0
 At 31 January 2008	 796
 <b>Depreciation</b>	
At 1 February 2007	696
Charge for the year	25
 At 31 January 2008	 721
 <b>Net Book Value</b>	
At 31 January 2007	100
 At 31 January 2008	 75

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 JANUARY 2008**

<b>5 Creditors, amounts falling due within one year</b>	<b>2008</b>	<b>2007</b>
	<b>£</b>	<b>£</b>
Bank loans and overdrafts	651	520
Trade creditors	84,762	83,551
Taxation and social security	0	0
Other creditors	51,239	40,352
	<u>136,652</u>	<u>124,423</u>

<b>6 Share capital</b>	<b>2008</b>	<b>2007</b>
	<b>£</b>	<b>£</b>
<b>Authorised</b>		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
<b>Allotted, called up and fully paid</b>		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

**7 Statement of movements on profit and loss account**

	<b>Profit and loss account £</b>
Balance at 1 February 2007	(124,423)
Retained loss for the year	<u>(12,229)</u>
Balance at 31 January 2008	<u>(136,652)</u>

**8 Financial commitments**

At 31 January 2008 the company had annual commitments under non-cancellable operating leases as follows

	<b>2008</b>	<b>2007</b>
	<b>£</b>	<b>£</b>
Expiry date		
Within one year	3620	3620

**DETAILED TRADING AND PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31 JANUARY 2008**

	<b>2008</b>		<b>2007</b>	
	£	£	£	£
<b>Turnover</b>				
Sales		0		0
<b>Cost of Sales</b>				
Opening stock and work in progress	0		0	
Purchases	0		0	
Direct costs	0		0	
Sales promotions	-		-	
	<u>0</u>		<u>0</u>	
Closing stock and work in progress	0	0	0	0
<b>Gross profit/(loss)</b>		0		0
<b>Administrative expenses</b>		<u>(12,229)</u>		<u>(12,499)</u>
<b>Operating Profit/loss</b>		(12,229)		(12,499)
<b>Interest Payable</b>				
Bank interest payable		<u>0</u>		<u>0</u>
<b>Profit/Loss before taxation</b>		<u>(12,229)</u>		<u>(12,499)</u>



**MARKETING REFLEX LIMITED**  
**SCHEDULE OF ADMINISTRATIVE EXPENSES**  
**FOR THE YEAR ENDED 31 JANUARY 2008**

	<b>2008</b>	<b>2007</b>
	<b>£</b>	<b>£</b>
<b>Administrative expenses</b>		
Rent	10,477	10,478
Repairs & maintenance	0	193
Printing, postage & stationery	0	0
Telephone	1203	978
Legal and professional fees	0	0
Accountancy	309	441
Bank charges	115	172
Sundry expenses	100	205
Depreciation of F&F & E	25	33
	<u>12,229</u>	<u>12,499</u>

F&F & E – Furniture Fittings and Equipment