

Company Registration No. 2812161 (England and Wales)

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

REVISED - CAD 25514.



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COMPANIES HOUSE 03/02/2006

# **MARKETING REFLEX LIMITED**

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

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

# MARKETING REFLEX LIMITED

## DIRECTOR'S REPORT FOR THE YEAR ENDED 31 JANUARY 2004

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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

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

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

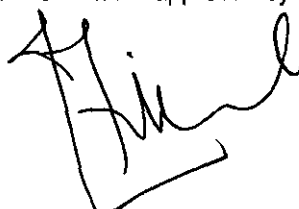
In preparing these financial statements:

- (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 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**

<b>Cost</b>	£
At 1 February 2003	796
Additions	0
At 31 January 2004	796
<b>Depreciation</b>	
At 1 February 2003	359
Charge for the year	199
At 31 January 2004	558
<b>Net Book Value</b>	
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**

	<b>2004</b>	<b>2003</b>
	<b>£</b>	<b>£</b>
Bank loans and overdrafts	5,333	4,783
Trade creditors	81,795	83,551
Taxation and social security	0	0
Other creditors	57,991	46,641
	<u>145,119</u>	<u>134,975</u>

**6 Share capital**

	<b>2004</b>	<b>2003</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 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:

	<b>2004</b>	<b>2003</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 2004**

		<b>2004</b>		<b>2003</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Turnover</b>				
Sales		1750		9000
<b>Cost of Sales</b>				
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	(600)	0	(600)	0
<b>Gross profit/(loss)</b>		1,750		9,000
<b>Administrative expenses</b>		<u>(12452)</u>		<u>(16455)</u>
<b>Operating loss</b>		(10702)		(7455)
<b>Interest Payable</b>				
Bank interest payable		<u>0</u>		<u>0</u>
<b>Loss before taxation</b>		<u>(10702)</u>		<u>(7455)</u>