
REGISTRAR OF COMPANIES COPY

Return to HAZLEMS FENTON

When approved and signed

MARKETING REFLEX LIMITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 JANUARY 2001



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COMPANIES HOUSE

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30/11/01

MARKETING REFLEX LIMITED

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MARKETING REFLEX LIMITED

ABBREVIATED BALANCE SHEET AS AT 31 JANUARY 2001

	Notes	2001 £	£	2000 £	£
Fixed assets					
Tangible assets	2		627		836
Current assets					
Stocks		600		800	
		<u>600</u>		<u>800</u>	
Creditors: amounts falling due within one year		<u>(124,281)</u>		<u>(121,794)</u>	
Net current liabilities			<u>(123,681)</u>		<u>(120,994)</u>
Total assets less current liabilities			<u>(123,054)</u>		<u>(120,158)</u>
Capital and reserves					
Called up share capital	3		100		100
Profit and loss account			<u>(123,154)</u>		<u>(120,258)</u>
Shareholders' funds			<u>(123,054)</u>		<u>(120,158)</u>

In preparing these abbreviated accounts:

- (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 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.

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The financial statements were approved by the board on 30 November 2001

G.R.N. Filleul
Director

MARKETING REFLEX LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 JANUARY 2001

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).

The financial statements have been prepared on a going concern basis, dependent upon the continued financial support of the company's creditors.

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 Fixed assets

	Tangible assets £
Cost	
At 1 February 2000 & at 31 January 2001	1,915
Depreciation	
At 1 February 2000	1,079
Charge for the year	209
At 31 January 2001	1,288
Net book value	
At 31 January 2001	627
At 31 January 2000	836

3 Share capital

	2001 £	2000 £
Authorised		
100 Ordinary shares of £ 1 each	100	100
Allotted, called up and fully paid		
100 Ordinary shares of £ 1 each	100	100