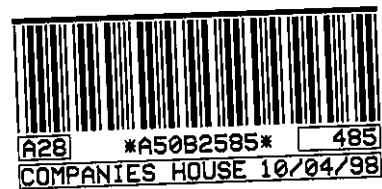


REGISTERED NUMBER: 2988856 (England and Wales)

Abbreviated Financial Statements for the Year Ended 31 March 1997

for

Marketing By Design Limited



Marketing By Design Limited

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for the Year Ended 31 March 1997**

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Marketing By Design Limited

Company Information
for the Year Ended 31 March 1997

DIRECTORS:

L A Barrow
B M Dix
G Shaw

SECRETARY:

B M Dix

REGISTERED OFFICE:

Wellcroft House
Wellcroft
Off Manor Lane
Shipley
West Yorkshire
BD18 3QH

REGISTERED NUMBER:

2988856 (England and Wales)

AUDITORS:

Ashton Hart David Lee
Registered Auditors
Teresa Gavin House
Woodford Avenue
Woodford Green
Essex
IG8 8FB

Marketing By Design Limited

**Report of the Auditors to
Marketing By Design Limited
Under Section 247B of the Companies Act 1985**

We have examined the abbreviated financial statements on pages three to five, together with the full financial statements of the company for the year ended 31 March 1997 prepared under Section 226 of the Companies Act 1985.

Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated financial statements in accordance with Section 246 of the Companies Act 1985. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated financial statements prepared in accordance with Sections 246(5) and (6) of the Act to the Registrar of Companies and whether the financial statements to be delivered are properly prepared in accordance with those provisions and to report our opinion to you.

Basis of opinion

We have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated financial statements and that the abbreviated financial statements to be delivered are properly prepared. The scope of our work for the purpose of this report did not include examining or dealing with events after the date of our report on the full financial statements.

Opinion

In our opinion the company is entitled to deliver abbreviated financial statements prepared in accordance with Sections 246(5) and (6) of the Companies Act 1985, and the abbreviated financial statements on pages three to five are properly prepared in accordance with those provisions.

Ashton Hart David Lee
Registered Auditors
Teresa Gavin House
Woodford Avenue
Woodford Green
Essex
IG8 8FB



Dated: 10 February 1998


Marketing By Design Limited

Abbreviated Balance Sheet
31 March 1997

		31.3.97		31.3.96	
	Notes	£	£	£	£
FIXED ASSETS:					
Tangible assets	2		96,348		88,915
CURRENT ASSETS:					
Stocks		7,194		-	
Debtors		400,222		194,653	
Cash at bank and in hand		104,842		158,719	
		<u>512,258</u>		<u>353,372</u>	
CREDITORS: Amounts falling due within one year					
		<u>635,508</u>		<u>468,179</u>	
NET CURRENT LIABILITIES:			<u>(123,250)</u>		<u>(114,807)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES:			<u>£(26,902)</u>		<u>£(25,892)</u>
CAPITAL AND RESERVES:					
Called up share capital	3		4		4
Profit and loss account			<u>(26,906)</u>		<u>(25,896)</u>
Shareholders' funds			<u>£(26,902)</u>		<u>£(25,892)</u>

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

ON BEHALF OF THE BOARD:



L A Barrow - DIRECTOR



G Shaw - DIRECTOR

Approved by the Board on 10 February 1998

Marketing By Design Limited

**Notes to the Abbreviated Financial Statements
for the Year Ended 31 March 1997**

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities.

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment	- 30% on reducing balance
Fixtures and fittings	- 25% on reducing balance
Motor vehicles	- 25% on reducing balance
Computer equipment	- 30% on reducing balance

Stocks

Work in progress is valued at the lower of cost and net realisable value.

Cost includes all direct expenditure and an appropriate proportion of fixed and variable overheads.

Deferred taxation

Provision is made at current rates for taxation deferred in respect of all material timing differences except to the extent that, in the opinion of the directors, there is reasonable probability that the liability will not arise in the foreseeable future.

Hire purchase and leasing commitments

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over the estimated useful lives or the lease term, whichever is the shorter. The interest element of these obligations is charged to the profit and loss account over the relevant period. The capital element of the future payments is treated as a liability. Rentals paid under operating leases are charged to the profit and loss account as incurred.

Marketing By Design Limited

Notes to the Abbreviated Financial Statements
for the Year Ended 31 March 1997

2. TANGIBLE FIXED ASSETS

	Total
	£
COST:	
At 1 April 1996	123,328
Additions	45,086
	<hr/>
At 31 March 1997	168,414
	<hr/>
DEPRECIATION:	
At 1 April 1996	34,413
Charge for year	37,653
	<hr/>
At 31 March 1997	72,066
	<hr/>
NET BOOK VALUE:	
At 31 March 1997	96,348
	<hr/>
At 31 March 1996	88,915
	<hr/>

3. CALLED UP SHARE CAPITAL

Authorised, allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.3.97 £	31.3.96 £
4	Ordinary	£1	4	4
			<hr/>	<hr/>