

Registered number  
03707474

GLOBAL DIRECT MARKETING LIMITED

Abbreviated Accounts

31 March 2013

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03/05/2013

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COMPANIES HOUSE

**GLOBAL DIRECT MARKETING LIMITED**

Registered number: 03707474

**Abbreviated Balance Sheet**

as at 31 March 2013

	Notes	2013 £	2012 £
<b>Fixed assets</b>			
Tangible assets	2	1,502	413
<b>Current assets</b>			
Stocks		13,655	19,783
Debtors		22,407	33,594
Cash at bank and in hand		14,872	13,002
		<u>50,934</u>	<u>66,379</u>
<b>Creditors amounts falling due within one year</b>		(28,817)	(48,549)
<b>Net current assets</b>		<u>22,117</u>	<u>17,830</u>
<b>Net assets</b>		<u>23,619</u>	<u>18,243</u>
<b>Capital and reserves</b>			
Called up share capital	3	10,000	10,000
Profit and loss account		13,619	8,243
<b>Shareholders' funds</b>		<u>23,619</u>	<u>18,243</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006

Members have not required the company to obtain an audit in accordance with section 476 of the Act

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime



D N P Shah

Director

Approved by the board on 30 APRIL 2013

**GLOBAL DIRECT MARKETING LIMITED**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 March 2013**

**1 Accounting policies**

***Basis of preparation***

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

***Turnover***

Turnover represents the value, net of value added tax and discounts, of goods and services provided to customers

***Depreciation***

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives

Computer equipment	25% of cost
Fixtures, fittings and equipment	15% of net book value

***Stocks***

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

***Deferred taxation***

Full provision is made for material deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse

**2 Tangible fixed assets**

	£
<b>Cost</b>	
At 1 April 2012	4,288
Additions	1,567
At 31 March 2013	<u>5,855</u>
<b>Depreciation</b>	
At 1 April 2012	3,875
Charge for the year	478
At 31 March 2013	<u>4,353</u>
<b>Net book value</b>	
At 31 March 2013	<u>1,502</u>
At 31 March 2012	<u>413</u>

**3 Share capital**

	Nominal value	2013 Number	2013 £	2012 £
Allotted, called up and fully paid Ordinary shares	£1 each	10,000	<u>10,000</u>	<u>10,000</u>