

Company Registration No 03707474 (England and Wales)

GLOBAL DIRECT MARKETING LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2010

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GLOBAL DIRECT MARKETING LIMITED

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GLOBAL DIRECT MARKETING LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 MARCH 2010

	Notes	2010 £	£	2009 £	£
Fixed assets					
Tangible assets	2		83		98
Current assets					
Stocks		28,435		5,339	
Debtors		23,805		18,115	
Cash at bank and in hand		20,096		10,297	
		<u>72,336</u>		<u>33,751</u>	
Creditors amounts falling due within one year		<u>(49,596)</u>		<u>(24,832)</u>	
Net current assets			22,740		8,919
Total assets less current liabilities			<u>22,823</u>		<u>9,017</u>
Capital and reserves					
Called up share capital	3	10,000		10,000	
Profit and loss account		12,823		(983)	
Shareholders' funds			<u>22,823</u>		<u>9,017</u>

For the financial year ended 31 March 2010 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and if its profit or loss for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the Board for issue on 21 MAY 2010



D N P Shah
Director

GLOBAL DIRECT MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2010

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 April 2008)

1.2 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

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

Computer equipment	25% on cost
Fixtures, fittings & equipment	15% on net book value

1.4 Stock

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

1.5 Deferred taxation

Deferred taxation is provided in full in respect of material taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. Deferred tax balances are not discounted

2 Fixed assets

	Tangible assets £
Cost	
At 1 April 2009 & at 31 March 2010	3,852
Depreciation	
At 1 April 2009	3,754
Charge for the year	15
At 31 March 2010	3,769
Net book value	
At 31 March 2010	83
At 31 March 2009	98

GLOBAL DIRECT MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2010

3	Share capital	2010 £	2009 £
	Authorised		
	10,000 Ordinary of £1 each	10,000	10,000
		<u> </u>	<u> </u>
	Allotted, called up and fully paid		
	10,000 Ordinary of £1 each	10,000	10,000
		<u> </u>	<u> </u>