

# Global Direct Marketing Ltd

trading as Global Direct Marketing Ltd /Veggie mart

Annual Report and Unaudited Financial Statements

for the Year Ended 31 March 2015

Sujatha Renganathan -AIMS Accountants for Business  
Chartered Certified Accountant  
167 Kenmore Avenue  
HA3 8PB

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**Global Direct Marketing Ltd**  
**trading as Global Direct Marketing Ltd /Veggie mart**  
**Company Information**

<b>Directors</b>	Dipak Nemchand Popat
	Ketan Kiran Hirji Shah
<b>Registered office</b>	16 Kettlewell close
	Friern Barnet
	N11 3FB
<b>Accountants</b>	Sujatha Renganathan -AIMS Accountants for Business
	Chartered Certified Accountant
	167 Kenmore Avenue
	HA3 8PB

**Global Direct Marketing Ltd**  
**trading as Global Direct Marketing Ltd /Veggie mart**  
**Directors' Report for the Year Ended 31 March 2015**

The directors present their report and the unaudited financial statements for the year ended 31 March 2015.

**Directors of the company**

The directors who held office during the year were as follows:

Dipak Nemchand Popat

Ketan Kiran Hirji Shah

**Small company provisions**

This report has been prepared in accordance with the small companies regime under the Companies Act 2006.

Approved by the Board on 12 November 2015 and signed on its behalf by:

.....  
Dipak Nemchand Popat  
Director

.....  
Ketan Kiran Hirji Shah  
Director

**Chartered Certified Accountants' Report to the Board of Directors on the Preparation of the  
Unaudited Statutory Accounts of  
Global Direct Marketing Ltd  
trading as Global Direct Marketing Ltd /Veggie mart  
for the Year Ended 31 March 2015**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Global Direct Marketing Ltd for the year ended 31 March 2015 set out on pages 4 to 9 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at <http://www.accaglobal.com/en/member/professional-standards/rules-standards/acca-rulebook.html>.

This report is made solely to the Board of Directors of Global Direct Marketing Ltd, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of Global Direct Marketing Ltd and state those matters that we have agreed to state to them, as a body, in this report in accordance with the requirements of the Association of Chartered Certified Accountants as detailed at [http://www2.accaglobal.com/pubs/members/publications/technical\\_factsheets/downloads/163.doc](http://www2.accaglobal.com/pubs/members/publications/technical_factsheets/downloads/163.doc). To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Global Direct Marketing Ltd and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Global Direct Marketing Ltd has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and loss of Global Direct Marketing Ltd. You consider that Global Direct Marketing Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Global Direct Marketing Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

.....

Sujatha Renganathan -AIMS Accountants for Business  
Chartered Certified Accountant  
167 Kenmore Avenue  
HA3 8PB  
12 November 2015

**Global Direct Marketing Ltd**  
**trading as Global Direct Marketing Ltd /Veggie mart**  
**Profit and Loss Account for the Year Ended 31 March 2015**

	Note	2015 £	2014 £
Turnover		151,333	151,021
Cost of sales		<u>(116,545)</u>	<u>(110,884)</u>
Gross profit		34,788	40,137
Administrative expenses		<u>(41,093)</u>	<u>(45,498)</u>
Operating loss	<u>2</u>	(6,305)	(5,361)
Other interest receivable and similar income		<u>40</u>	<u>25</u>
Loss on ordinary activities before taxation		<u>(6,265)</u>	<u>(5,336)</u>
Loss for the financial year	<u>8</u>	<u><u>(6,265)</u></u>	<u><u>(5,336)</u></u>

The notes on pages 7 to 9 form an integral part of these financial statements.

**Global Direct Marketing Ltd**  
**trading as Global Direct Marketing Ltd /Veggie mart**  
**(Registration number: 03707474)**  
**Balance Sheet at 31 March 2015**

	Note	2015 £	2014 £
<b>Fixed assets</b>			
Tangible fixed assets	<u>4</u>	<u>1,246</u>	<u>1,502</u>
<b>Current assets</b>			
Stocks		15,892	16,834
Debtors	<u>5</u>	22,060	20,572
Cash at bank and in hand		<u>11,211</u>	<u>9,968</u>
		49,163	47,374
Creditors: Amounts falling due within one year	<u>6</u>	<u>(38,391)</u>	<u>(30,593)</u>
Net current assets		<u>10,772</u>	<u>16,781</u>
Net assets		<u><u>12,018</u></u>	<u><u>18,283</u></u>
<b>Capital and reserves</b>			
Called up share capital	<u>7</u>	10,000	10,000
Profit and loss account	<u>8</u>	<u>2,018</u>	<u>8,283</u>
Shareholders' funds		<u><u>12,018</u></u>	<u><u>18,283</u></u>

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

For the year ending 31 March 2015 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

Approved and authorised for issue by the Board on 12 November 2015 and signed on its behalf by:

.....  
Dipak Nemchand Popat  
Director

The notes on pages 7 to 9 form an integral part of these financial statements.

**Global Direct Marketing Ltd**  
**trading as Global Direct Marketing Ltd /Veggie mart**  
**(Registration number: 03707474)**  
**Balance Sheet at 31 March 2015**  
*..... continued*

.....  
Ketan Kiran Hirji Shah  
Director

The notes on pages 7 to 9 form an integral part of these financial statements.



**Global Direct Marketing Ltd**  
**trading as Global Direct Marketing Ltd /Veggie mart**  
**Notes to the Financial Statements for the Year Ended 31 March 2015**  
*..... continued*

**1 Accounting policies**

**Basis of preparation**

The financial statements 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 amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers.

**Depreciation**

Depreciation is charged at 25% over the estimated life of the asset.

<b>Asset class</b>	<b>Depreciation method and rate</b>
Office equipment	25% wdv

**Stock**

Stock is valued at the lower of cost and net realisable value, after due regard for obsolete and slow moving stocks. Net realisable value is based on selling price less anticipated costs to completion and selling costs.

**Hire purchase and leasing**

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

**Financial instruments**

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

**2 Operating loss**

Operating loss is stated after charging:

	<b>2015</b>	<b>2014</b>
	<b>£</b>	<b>£</b>
Depreciation of tangible fixed assets	<u>376</u>	<u>867</u>

**3 Directors' remuneration**

The directors' remuneration for the year was as follows:

**Global Direct Marketing Ltd**  
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**Notes to the Financial Statements for the Year Ended 31 March 2015**  
*..... continued*

	<b>2015</b>	<b>2014</b>
	<b>£</b>	<b>£</b>
Remuneration	<u>22,000</u>	<u>22,000</u>

**4            Tangible fixed assets**

	<b>Office equipment £</b>	<b>Total £</b>
<b>Cost or valuation</b>		
At 1 April 2014	5,855	5,855
Additions	<u>120</u>	<u>120</u>
At 31 March 2015	<u>5,975</u>	<u>5,975</u>
<b>Depreciation</b>		
At 1 April 2014	4,353	4,353
Charge for the year	<u>376</u>	<u>376</u>
At 31 March 2015	<u>4,729</u>	<u>4,729</u>
<b>Net book value</b>		
At 31 March 2015	<u>1,246</u>	<u>1,246</u>
At 31 March 2014	<u>1,502</u>	<u>1,502</u>

**5            Debtors**

	<b>2015</b>	<b>2014</b>
	<b>£</b>	<b>£</b>
Trade debtors	<u>22,060</u>	<u>20,572</u>

**6    Creditors: Amounts falling due within one year**

	<b>2015</b>	<b>2014</b>
	<b>£</b>	<b>£</b>
Trade creditors	34,287	29,793
Other taxes and social security	1,104	-
Other creditors	<u>3,000</u>	<u>800</u>
	<u>38,391</u>	<u>30,593</u>

**Global Direct Marketing Ltd**  
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**Notes to the Financial Statements for the Year Ended 31 March 2015**  
*..... continued*

**7 Share capital**

**Allotted, called up and fully paid shares**

	<b>2015</b>		<b>2014</b>	
	<b>No.</b>	<b>£</b>	<b>No.</b>	<b>£</b>
Ordinary shares of £1 each	10,000	10,000	10,000	10,000
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

**8 Reserves**

	<b>Profit and loss account £</b>	<b>Total £</b>
At 1 April 2014	8,283	8,283
Loss for the year	<u>(6,265)</u>	<u>(6,265)</u>
At 31 March 2015	<u>2,018</u>	<u>2,018</u>

**9 Control**

The company is controlled by the directors who own 100% of the called up share capital.

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This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.