

COMPANY REGISTRATION NUMBER 4216181

**GREATER LONDON MARKETING LIMITED**  
**ABBREVIATED ACCOUNTS**  
**30 NOVEMBER 2012**

WEDNESDAY



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17/07/2013

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COMPANIES HOUSE

**GRAHAM ASSOCIATES (INTERNATIONAL) LTD**  
International Accountants

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**GREATER LONDON MARKETING LIMITED**

**ABBREVIATED ACCOUNTS**

**YEAR ENDED 30 NOVEMBER 2012**

<b>CONTENTS</b>	<b>PAGE</b>
Abbreviated balance sheet	<b>1</b>
Notes to the abbreviated accounts	<b>2</b>

## GREATER LONDON MARKETING LIMITED

## ABBREVIATED BALANCE SHEET

30 NOVEMBER 2012

	Note	2012 £	2011 £
<b>FIXED ASSETS</b>	<b>2</b>		
Tangible assets		5,567	6,422
<b>CURRENT ASSETS</b>			
Debtors		10,235	12,506
Cash at bank and in hand		<u>9,732</u>	<u>5,356</u>
		19,967	17,862
<b>CREDITORS: Amounts falling due within one year</b>		<u>13,729</u>	<u>14,565</u>
<b>NET CURRENT ASSETS</b>		<u>6,238</u>	<u>3,297</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>11,805</u>	<u>9,719</u>
<b>CAPITAL AND RESERVES</b>			
Share capital	<b>3</b>	-	-
Profit and loss account		<u>11,805</u>	<u>9,719</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>11,805</u>	<u>9,719</u>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476(1) of the Act

The directors acknowledge their responsibilities for

- (i) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
- (ii) 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 of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved by the directors and authorised for issue on , and are signed on their behalf by

  
MR A MAHMOUDI



Company Registration Number 4216181

**GREATER LONDON MARKETING LIMITED**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 30 NOVEMBER 2012**

**1. ACCOUNTING POLICIES**

**Basis of accounting**

The financial statements have been prepared under the historical cost convention, and in accordance with applicable UK accounting standards

**Cash flow statement**

The directors have taken advantage of the exemption in Financial Reporting Standard No 1 (Revised 1996) from including a cash flow statement in the financial statements on the grounds that the company is small

**Turnover**

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax

**Fixed assets**

All fixed assets are initially recorded at cost

**Depreciation**

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Fixtures & Fittings	-	25%
Motor Vehicles	-	25%
Equipment	-	25%

**Financial instruments**

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either 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

**GREATER LONDON MARKETING LIMITED**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 30 NOVEMBER 2012**

**2. FIXED ASSETS**

	<b>Tangible Assets £</b>
<b>COST</b>	
At 1 December 2011 and 30 November 2012	<u><b>19,566</b></u>
<b>DEPRECIATION</b>	
At 1 December 2011	<b>12,144</b>
Charge for year	<u><b>1,855</b></u>
At 30 November 2012	<u><b>13,999</b></u>
<b>NET BOOK VALUE</b>	
At 30 November 2012	<u><b>5,567</b></u>
At 30 November 2011	<u><b>7,422</b></u>

**3. SHARE CAPITAL****Authorised share capital:**

	<b>2012</b>		<b>2011</b>	
	<b>No</b>	<b>£</b>	<b>No</b>	<b>£</b>
100 Ordinary shares of £1 each		<u><b>100</b></u>		<u><b>100</b></u>
2 Ordinary shares - Nil paid of £1 each	<u><b>2</b></u>	<u><b>-</b></u>	<u><b>2</b></u>	<u><b>-</b></u>

**GREATER LONDON MARKETING LIMITED**

**ACCOUNTANTS' REPORT TO THE DIRECTORS OF GREATER LONDON  
MARKETING LIMITED**

**YEAR ENDED 30 NOVEMBER 2012**

As described on the balance sheet the directors of the company are responsible for the preparation of the abbreviated accounts for the year ended 30 November 2012 set out on pages 1 to 3

You consider that the company is exempt from an audit under the Companies Act 2006

In accordance with your instructions we have compiled these unaudited abbreviated accounts in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us

**GRAHAM ASSOCIATES (INTERNATIONAL) LTD**  
International Accountants

# GREATER LONDON MARKETING LIMITED

## ANALYTICAL REVIEW

**YEAR ENDED 30 NOVEMBER 2012**

**Date of preparation: 8 July 2013**

### TURNOVER

	2012	2011	VARIANCE	
	£	£	£	%
Sales	<u>221,424</u>	<u>236,091</u>	<u>(14,667)</u>	<u>(6.21)</u>

### COST OF SALES

	2012	2011	VARIANCE	
	£	£	£	%
Direct wages	<u>148,804</u>	<u>159,508</u>	<u>(10,704)</u>	<u>(6.71)</u>

### GROSS PROFIT

	2012	2011	VARIANCE	
	£	£	£	%
Gross Profit/Loss for year	<u>72,620</u>	<u>76,583</u>	<u>(3,963)</u>	<u>(5.17)</u>

**Gross Profit percentage**

**32.8%      32.4%**

### ADMINISTRATIVE EXPENSES

	2012	2011	VARIANCE	
	£	£	£	%
Rent, rates and water	14,771	14,019	752	5.36
Light and heat	292	357	(65)	(18.21)
Insurance	528	458	70	15.28
Repairs and maintenance (allowable)	132	159	(27)	(16.98)
Cleaning of premises	650	810	(160)	(19.75)
Staff welfare	461	4,156	(3,695)	(88.91)
Wages and salaries	13,000	22,000	(9,000)	(40.91)
Motor expenses	14,279	8,895	5,384	60.53
Travel and subsistence	408	529	(121)	(22.87)
Telephone and internet	1,357	2,539	(1,182)	(46.55)
Security	-	145	(145)	(100.00)
Equipment repairs and renewals	-	27	(27)	(100.00)
Printing, stationery and postage	1,687	1,690	(3)	(0.18)
Advertising	842	200	642	321.00
Bank charges	355	924	(569)	(61.58)
Legal and professional fees	705	14	691	4,935.71
Accountancy fees	764	750	14	1.87
Depreciation of fixtures and fittings	271	28	243	867.86
Depreciation of motor vehicles	1,440	1,920	(480)	(25.00)
Depreciation of office equipment	144	192	(48)	(25.00)
	<u>52,086</u>	<u>59,812</u>	<u>(7,726)</u>	<u>(12.92)</u>

### TAXATION

	2012	2011	VARIANCE	
	£	£	£	%
Corporation tax charge	<u>4,217</u>	<u>3,490</u>	<u>727</u>	<u>20.83</u>

# GREATER LONDON MARKETING LIMITED

## ANALYTICAL REVIEW (CONTINUED)

YEAR ENDED 30 NOVEMBER 2012

Date of preparation: 8 July 2013

### ADMINISTRATIVE EXPENSES EXPRESSED AS A PERCENTAGE OF TURNOVER

	% of Turnover	2012 £	% of Turnover	2011 £
Rent, rates and water	6.67	14,771	5.94	14,019
Light and heat	0.13	292	0.15	357
Insurance	0.24	528	0.19	458
Repairs and maintenance (allowable)	0.06	132	0.07	159
Cleaning of premises	0.29	650	0.34	810
Staff welfare	0.21	461	1.76	4,156
Wages and salaries	5.87	13,000	9.32	22,000
Motor expenses	6.45	14,279	3.77	8,895
Travel and subsistence	0.18	408	0.22	529
Telephone and internet	0.61	1,357	1.08	2,539
Security	-	-	0.06	145
Equipment repairs and renewals	-	-	0.01	27
Printing, stationery and postage	0.76	1,687	0.72	1,690
Advertising	0.38	842	0.08	200
Bank charges	0.16	355	0.39	924
Legal and professional fees	0.32	705	0.01	14
Accountancy fees	0.35	764	0.32	750
Depreciation of fixtures and fittings	0.12	271	0.01	28
Depreciation of motor vehicles	0.65	1,440	0.81	1,920
Depreciation of office equipment	0.07	144	0.08	192
		<u>52,086</u>		<u>59,812</u>