

COMPANY REGISTRATION NUMBER 04282415

MARKETING SENSE LIMITED
UNAUDITED ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED
30 SEPTEMBER 2015



MARKETING SENSE LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2015

CONTENTS	PAGES
Abbreviated balance sheet	1
Notes to the abbreviated accounts	2 to 3

MARKETING SENSE LIMITED

ABBREVIATED BALANCE SHEET

30 SEPTEMBER 2015

	Note	£	2015 £	£	2014 £
FIXED ASSETS	2				
Intangible assets			-		-
Tangible assets			<u>2,730</u>		<u>2,196</u>
			2,730		2,196
CURRENT ASSETS					
Debtors		79,200		130,700	
Cash at bank and in hand		<u>406,756</u>		<u>488,514</u>	
		485,956		619,214	
CREDITORS: Amounts falling due within one year		<u>80,873</u>		<u>157,902</u>	
NET CURRENT ASSETS			<u>405,083</u>		<u>461,312</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			407,813		463,508
PROVISIONS FOR LIABILITIES			<u>546</u>		<u>439</u>
			<u>407,267</u>		<u>463,069</u>
CAPITAL AND RESERVES					
Called up equity share capital	3		100		100
Profit and loss account			<u>407,167</u>		<u>462,969</u>
SHAREHOLDERS' FUNDS			<u>407,267</u>		<u>463,069</u>

For the year ended 30 September 2015 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These abbreviated accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime.

These abbreviated accounts were approved by the directors and authorised for issue on 18/4/16, and are signed on their behalf by:



Mr G Tucker

Company Registration Number: 04282415

The notes on pages 2 to 3 form part of these abbreviated accounts.

MARKETING SENSE LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2015

1. ACCOUNTING POLICIES

Basis of accounting

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

The turnover shown in the profit and loss account represents amounts due for work done during the year, exclusive of Value Added Tax. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion.

Amortisation

Amortisation 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:

Goodwill - Over 3 years

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 - 12.5%/33% straight line

Pension costs

The company makes payments into employees personal pension schemes. The annual contributions payable are charged to the profit and loss account.

Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not yet reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or receive more, tax.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

MARKETING SENSE LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2015

2. FIXED ASSETS

	Intangible Assets £	Tangible Assets £	Total £
COST			
At 1 October 2014	421,880	10,065	431,945
Additions	—	1,993	1,993
Disposals	—	(717)	(717)
At 30 September 2015	421,880	11,341	433,221
DEPRECIATION			
At 1 October 2014	421,880	7,869	429,749
Charge for year	—	1,192	1,192
On disposals	—	(450)	(450)
At 30 September 2015	421,880	8,611	430,491
NET BOOK VALUE			
At 30 September 2015	—	2,730	2,730
At 30 September 2014	—	2,196	2,196

3. SHARE CAPITAL

Allotted, called up and fully paid:

	2015		2014	
	No	£	No	£
Ordinary 'A' shares of £1 each	50	50	50	50
Ordinary 'B' shares of £1 each	50	50	50	50
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

The ordinary A and B shares in issue have equal rights to voting and dividends, although at the discretion of the directors a dividend may be paid on one class of share and not the other. In all other aspects the shares rank pari passu.