

Registered number
04455736

Brand Fusion International Limited

Filleted Accounts

28 February 2017

Brand Fusion International Limited
Report and accounts
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Brand Fusion International Limited

Company Information

Directors

N D Freemantle

K A J Friend

A R Maxted

Secretary

G K Potter FAIA

Accountants

N W Potter & Co

International Accountants

Market House

12a Cross Road

Tadworth

Surrey

KT20 5SR

Registered office

Market House

12a Cross Road

Tadworth

Surrey

KT20 5SR

Registered number

04455736

Brand Fusion International Limited**Registered number:****04455736****Directors' Report**

The directors present their report and accounts for the year ended 28 February 2017.

Principal activities

The company's principal activity during the year continued to be that of wholesale supply and distribution & import and export of golf related products. A small amount of income has been derived from sales commissions.

Directors

The following persons served as directors during the year:

N D Freemantle

K A J Friend

A R Maxted

Small company provisions

This report has been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

This report was approved by the board on 7 November 2017 and signed on its behalf.

N D Freemantle

Director

Brand Fusion International Limited**Registered number:** 04455736**Balance Sheet****as at 28 February 2017**

	Notes	2017 £	2016 £
Fixed assets			
Intangible assets	3	237,527	243,142
Tangible assets	4	13,618	14,850
		<u>251,145</u>	<u>257,992</u>
Current assets			
Stocks		2,685,054	2,590,010
Debtors	5	1,141,280	1,657,155
Cash at bank and in hand		428,878	352,891
		<u>4,255,212</u>	<u>4,600,056</u>
Creditors: amounts falling due within one year	6	(2,438,175)	(2,913,087)
Net current assets		<u>1,817,037</u>	<u>1,686,969</u>
Total assets less current liabilities		<u>2,068,182</u>	<u>1,944,961</u>
Provisions for liabilities		(1,638)	(1,646)
Net assets		<u>2,066,544</u>	<u>1,943,315</u>
Capital and reserves			
Called up share capital		1	1
Profit and loss account		2,066,543	1,943,314
Shareholder's funds		<u>2,066,544</u>	<u>1,943,315</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.

The member has 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 and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

N D Freemantle

Director

Approved by the board on 7 November 2017

Brand Fusion International Limited

Notes to the Accounts

for the year ended 28 February 2017

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer.

Intangible fixed assets

Intangible fixed assets are measured at cost less accumulative amortisation and any accumulative impairment losses.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Plant & equipment	25% per annum on reducing balance
Computer equipment	40% per annum on reducing balance

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first in first out method. The carrying amount of stock sold is recognised as an expense in the period in which the related revenue is recognised.

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, where applicable, less any impairment losses for bad and doubtful debts.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method where applicable.

Taxation

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back

to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

Provisions

Provisions (i.e. liabilities of uncertain timing or amount) are recognised when there is an obligation at the reporting date as a result of a past event, it is probable that economic benefit will be transferred to settle the obligation and the amount of the obligation can be estimated reliably.

Foreign currency translation

Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction. At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

Leased assets

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership. All other leases are classified as operating leases. The rights of use and obligations under finance leases are initially recognised as assets and liabilities at amounts equal to the fair value of the leased assets or, if lower, the present value of the minimum lease payments. Minimum lease payments are apportioned between the finance charge and the reduction in the outstanding liability using the effective interest rate method. The finance charge is allocated to each period during the lease so as to produce a constant periodic rate of interest on the remaining balance of the liability. Leased assets are depreciated in accordance with the company's policy for tangible fixed assets. If there is no reasonable certainty that ownership will be obtained at the end of the lease term, the asset is depreciated over the lower of the lease term and its useful life. Operating lease payments are recognised as an expense on a straight line basis over the lease term.

2 Employees	2017	2016
	Number	Number
Average number of persons employed by the company	21	21
3 Intangible fixed assets		£
Goodwill:		
Cost		
At 1 March 2016		610,992
Additions		30,294
At 28 February 2017		641,286
Amortisation		

At 1 March 2016	367,850
Provided during the year	35,909
At 28 February 2017	<u>403,759</u>

Net book value

At 28 February 2017	<u>237,527</u>
At 29 February 2016	<u>243,142</u>

Patents & trade marks are not amortised.

Goodwill acquired prior to 1st March 2016 is being amortised at the rate of 5% per annum on cost over an expected useful life of 20 years. Goodwill acquired from 1st March 2016 onwards is being amortised at the rate of 20% per annum over an expected useful life of 5 years.

4 Tangible fixed assets

	Plant and machinery etc £
Cost	
At 1 March 2016	185,872
Additions	3,945
At 28 February 2017	<u>189,817</u>
Depreciation	
At 1 March 2016	171,022
Charge for the year	5,177
At 28 February 2017	<u>176,199</u>
Net book value	
At 28 February 2017	<u>13,618</u>
At 29 February 2016	14,850

5 Debtors

	2017 £	2016 £
Trade debtors	1,092,851	1,502,264
Other debtors	48,429	154,891
	<u>1,141,280</u>	<u>1,657,155</u>

6 Creditors: amounts falling due within one year

	2017 £	2016 £
Trade creditors	679,254	1,064,576
Corporation tax	38,828	66,585
Other taxes and social security costs	15,883	17,147

Other creditors	1,704,210	1,764,779
	<u>2,438,175</u>	<u>2,913,087</u>

Other creditors includes director's loan balances totalling £1,018,050 as at 28th February 2017 (£1,027,076 as at 29th February 2016). These represent the balances of unsecured loans made to the company by N D Freemantle and K A J Friend. There are no formal arrangements to repay these loans and there is no general provision for the directors to charge the company interest on the outstanding balance, but during the year to 28th February 2017, the company did pay interest on part of the loan from N D Freemantle and the loan from K A J Friend. These loans will be repaid to the directors as and when funds are available.

Other creditors also include -

- a) One unsecured private loan balance totalling £185,000 (£181,000 - 2016) which is non-interest bearing and has no fixed date for repayment.
- b) One unsecured private loan balance totalling £33,318 (£32,438 - 2016) which is interest bearing and has no fixed date for repayment.
- c) Two separate unsecured loans with respective balances of £183,000 (£195,000 - 2016) and £171,500 (£186,000 - 2016) which are interest bearing and have no fixed date for repayment.

Where applicable, interest is calculated on private loans quarterly at a tracker rate of 3% above the Bank of England base rate and paid at the end of each financial quarter of the company.

Monies owing to Barclays Bank plc at any time are secured on all company assets. In addition, personal guarantees have been given to Barclays Bank plc by N D Freemantle (a director and sole shareholder) in respect of liabilities to the bank up to a maximum of £200,000.

7 Capital commitments	2017	2016
	£	£
Amounts contracted for but not provided in the accounts	<u>44,814</u>	<u>201,814</u>

8 Other information

Brand Fusion International Limited is a private company limited by shares and incorporated in England. Its registered office is:

Market House
12a Cross Road
Tadworth
Surrey
KT20 5SR

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.