

Company Registration Number 04457423

Dee Dee Retail Limited

Unaudited Abbreviated Accounts

For the Year Ended

31 January 2016

Dee Dee Retail Limited
Abbreviated Balance Sheet
31 January 2016

		2016	2015
	Note	£	£
Fixed Assets	2		
Intangible assets		65,000	75,000
Tangible assets		42,978	46,648
		-----	-----
		107,978	121,648
		-----	-----
Current Assets			
Stocks		346,967	323,916
Debtors		-	3,500
Cash at bank and in hand		83,489	63,622
		-----	-----
		430,456	391,038
Creditors: Amounts Falling due Within One Year		(349,597)	(325,896)
		-----	-----
Net Current Assets		80,859	65,142
		-----	-----
Total Assets Less Current Liabilities		188,837	186,790
Provisions for Liabilities		(7,813)	(8,486)
		-----	-----
		181,024	178,304
		-----	-----
Capital and Reserves			
Called up equity share capital	4	199	199
Profit and loss account		180,825	178,105
		-----	-----
Shareholders' Funds		181,024	178,304
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For the year ended 31st January 2016 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 31 August 2016 , and are signed on their behalf by:

L B J Dancy R Holmes

Company Registration Number: 04457423

Dee Dee Retail Limited**Notes to the Abbreviated Accounts****Year Ended 31st January 2016**

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 January 2015).

Turnover

The turnover shown in the profit and loss account represents amounts receivable in respect of retail sales made during the year, exclusive of Value Added Tax.

Goodwill

Positive purchased goodwill arising on acquisitions is capitalised, classified as an asset on the Balance Sheet and amortised over its useful economic life. Where a reliable estimate of the useful life of goodwill or intangible assets cannot be made, the life is presumed not to exceed five years. The carrying amount at the date of revision is depreciated over the revised estimate of remaining useful economic life.

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-20 years straight line

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% reducing balance

Equipment-25% reducing balance

Computer-33% reducing balance

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Operating Lease Agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Deferred Taxation

Deferred tax is recognised in respect of all timing differences that have originated but not 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 to receive more, tax.

2. Fixed Assets

	Intangible Assets	Tangible Assets	Total
	£	£	£
Cost			
At 1st February 2015	200,000	145,919	345,919
Additions	—	11,123	11,123
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At 31st January 2016	200,000	157,042	357,042
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Depreciation			
At 1st February 2015	125,000	99,271	224,271
Charge for year	10,000	14,793	24,793
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At 31st January 2016	135,000	114,064	249,064
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Net Book Value			
At 31st January 2016	65,000	42,978	107,978
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At 31st January 2015	75,000	46,648	121,648
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3. Related Party Transactions

During the year the company's ultimate parent company , Dee Dee Holdings Limited , provided the company with an interest free loan, the balance owed at the balance sheet date was £114,393 (2015: £102,732). These loans have been provided with no formal repayment terms. In addition the company paid rent to Dee Dee Holdings Limited of £4,865 (2015 - £3,353) during the year in respect of providing additional retail premises, this transaction has been carried out on an arms' length basis.

4. Share Capital

Allotted, called up and fully paid:

	2016		2015	
	No.	£	No.	£
Ordinary A shares of £ 1 each	100	100	100	100
B Non-Voting shares of £ 1 each	99	99	99	99
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	199	199	199	199
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