

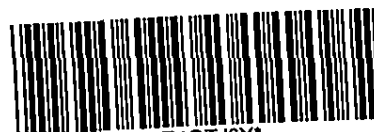
Registered number  
4939046

The Customer Value Company Limited

Abbreviated Accounts

31 October 2009

THURSDAY



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15/04/2010  
COMPANIES HOUSE

**The Customer Value Company Limited**  
**Abbreviated Balance Sheet**  
**as at 31 October 2009**

|   | Notes | 2009<br>£       | 2008<br>£       |
|---|-------|-----------------|-----------------|
| <b>Fixed assets</b>                                   |       |                 |                 |
| Tangible assets                                       | 2     | 765             | 1,564           |
| Investments   | 3     | <u>150,000</u>  | <u>200,000</u>  |
|   |       | 150,765         | 201,564         |
| <b>Current assets</b>                                 |       |                 |                 |
| Debtors   |       | 69,057          | 920             |
| Cash at bank and in hand                              |       | <u>285,019</u>  | <u>194,837</u>  |
|   |       | 354,076         | 195,757         |
| <b>Creditors: amounts falling due within one year</b> |       | <u>(70,845)</u> | <u>(84,337)</u> |
| <b>Net current assets</b>                             |       | 283,231         | 111,420         |
| <b>Net assets</b>                                     |       | <u>433,996</u>  | <u>312,984</u>  |
| <b>Capital and reserves</b>                           |       |                 |                 |
| Called up share capital                               | 4     | 100             | 100             |
| Profit and loss account                               |       | 433,896         | 312,884         |
| <b>Shareholders' funds</b>                            |       | <u>433,996</u>  | <u>312,984</u>  |

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the company to obtain an audit in accordance with section 476 of the Act

The director acknowledges his 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 in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime

Andrew Sloper  
Director



Approved by the board on 16 March 2010

**The Customer Value Company Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 October 2009**

**1 Accounting policies**

***Basis of preparation***

The accounts 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 the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers

***Depreciation***

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives

|                     |                   |
|---------------------|-------------------|
| Plant and machinery | 25% straight line |
|---------------------|-------------------|

***Deferred taxation***

Full provision is made for deferred taxation resulting from material timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse

**2 Tangible fixed assets**

|                       | £            |
|-----------------------|--------------|
| <b>Cost</b>           |              |
| At 1 November 2008    | 8,902        |
| At 31 October 2009    | <u>8,902</u> |
| <b>Depreciation</b>   |              |
| At 1 November 2008    | 7,338        |
| Charge for the year   | 799          |
| At 31 October 2009    | <u>8,137</u> |
| <b>Net book value</b> |              |
| At 31 October 2009    | <u>765</u>   |
| At 31 October 2008    | <u>1,564</u> |

**The Customer Value Company Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 October 2009**

**3 Investments**

**£**

**Cost**

At 1 November 2008

200,000

Additions

50,000

Disposals

(100,000)

At 31 October 2009

150,000

**4 Share capital**

**2009  
No**

**2008  
No**

**2009  
£**

**2008  
£**

Allotted, called up and fully paid

Ordinary shares of £1 each

100

100

100

100