

**Marketing Craze Limited**

**REGISTERED NUMBER: 5698103**

**REPORT AND ACCOUNTS**

**28 February 2007**

**DIRECTOR**

Rashmi Patel

**REGISTERED ADDRESS**

C/- E-Tax Solutions Limited  
60 Cannon Street  
London  
EC4N 6JP

Page 1	Report of the Director
Page 2	Profit and Loss Account
Page 3	Balance Sheet
Pages 4 & 5	Notes to the Financial Statements

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## **Marketing Craze Limited**

### **REPORT OF THE DIRECTOR**

The director has pleasure in presenting the report and financial statements for the period ending 28 February 2007

The director is required by company law to prepare financial statements for each financial period that gives a true and fair view of the state of affairs of the company at the end of the financial period and of the profit or losses for that period. In preparing the financial statements, suitable accounting policies have been used and applied consistently, and reasonable and prudent judgements have been made. The director is also responsible for maintaining adequate accounting records, for safeguarding the assets of the company, and for preventing and detecting fraud and other irregularities.

#### **PRINCIPAL ACTIVITY**

The principal activity of the company is marketing and promotional services.

The company was incorporated on 04 February 2006.

#### **BUSINESS REVIEW AND FUTURE DEVELOPMENTS**

The state of the company's affairs and the results for the period are shown by the attached statements. The director expects that the present level of activity will be sustained for the foreseeable future.

The loss for the period under review (after taxation) amounted to	£	(8,253 00)
During the year, the director declared net dividends of	£	-

#### **DIRECTOR'S INTERESTS**

The director who served during the period and interests in the shares of the company, according to the register required to be kept by section 325 of the Companies Act 1985, were as follows:-

As at 28 February 2007

Rashmi Patel

1 Ordinary Share of £1

The director, being eligible, is seeking re-election at the forthcoming Annual General Meeting.

#### **CLOSE COMPANY PROVISIONS**

So far as the director is aware the company was, at the end of the accounting period, a close company within the meaning of the Income and Corporation Act 1988.

  
Rashmi Patel  
DIRECTOR

## **Marketing Craze Limited**

### **Profit and Loss Account**

**For the period ending 28 February 2007**

	<b><u>Notes</u></b>	<b>for the 13 month period ending 28-Feb-07 £</b>
TURNOVER	(2)	-
COST OF SALES		-
GROSS PROFIT		-
OTHER INCOME - INTEREST		-
PROFIT ON DISPOSAL OF ASSETS		-
ADMINISTRATION COSTS	(3)	8,253
OPERATING PROFIT BEFORE TAX		(8,253)
TAXATION	(4)	-
OPERATING PROFIT AFTER TAX		(8,253)
DIVIDEND PAID		-
DEFICIT FOR THE YEAR		(8,253)
RETAINED INCOME BROUGHT FORWARD		-
RETAINED DEFICIT FOR THE YEAR		(8,253)

#### **CONTINUING OPERATIONS**

The company is likely to maintain the same level of trading activity into the new year

#### **TOTAL RECOGNISED GAINS OR LOSSES**

There were no recognised gains or losses during the year other than those dealt with in the profit and loss accounts

## Marketing Craze Limited

### Balance Sheet as at 28 February 2007

	<u>Notes</u>	28-Feb-07 £
<b><u>CAPITAL EMPLOYED</u></b>		
SHARE CAPITAL	(7)	1
RETAINED DEFICIT FOR THE YEAR		(8,253)
RETAINED INCOME BROUGHT FORWARD		-
		<hr/> (8,252)
<b><u>EMPLOYMENT OF CAPITAL</u></b>		
NET CURRENT ASSETS		(8,252)
CURRENT ASSETS	(5)	1,755
LESS CURRENT LIABILITIES	(6)	10,007
NET NON-CURRENT ASSETS		-
NON-CURRENT ASSETS		-
FIXED ASSETS	(8)	-
LESS NON-CURRENT LIABILITIES		-
INVESTMENTS		-
		<hr/> (8,252)

- a) the company was entitled for the period under review to audit exemption under Section 249(A)(1) of the Companies Act 1985
- b) no notice has been deposited under Section 249(B)(2) of the Act requiring audit of the accounts of the period

We acknowledge our responsibility for

- c) ensuring that the company keeps accounting records which comply with Section 221 of the Act
- d) preparing accounts which gives a true and fair view of the state of the company's affairs at the end of the period and its profit or loss for the year in accordance with Section 226 of the Act, and which otherwise comply with the requirements of this Act relating to accounts, so far as is applicable to the company

The directors have taken advantage of the exemptions conferred by Part III of Schedule 8 of the Companies Act 1985, and in their opinion, the company is entitled to those exemptions on the basis that it qualifies as a small company

  
Rashmi Patel  
DIRECTOR

28 November 2007

# **Marketing Craze Limited**

## **Notes to the Financial Statements**

**For the period ending 28 February 2007**

1 **ACCOUNTING POLICIES**

The financial statements have been prepared using the historic cost basis

2 **TURNOVER**

Turnover represents the amount received in respect of consultancy services

3 **PROFIT FOR THE FINANCIAL YEAR**

**28-Feb-07**

**£**

Profit is stated after charging the following

Accounting fees	347
Secretarial fees	-
Directors fees and emoluments	-
Other Expenses	7,906

Total Administration costs

8,253

4 **TAX ON PROFIT ON ORDINARY ACTIVITIES**

UK Corporation tax is based on the taxable profit for the year under review,  
and is shown before Advanced Corporation Tax

The effective rate of tax applied to these accounts is

0 0 %

**28-Feb-07**

Normal UK Corporation Tax	-
<u>Less</u> ACT available for set-off	-
<u>Less</u> Amounts already paid	-

Outstanding Tax Liability

-

(Continued)

5	<b><u>CURRENT ASSETS</u></b>	<b>28-Feb-07</b>
		<b>£</b>
	Cash on Hand	1
	Cash at Bank	1,291
	Debtors - falling due within one year	447
	V A T Refundable Overpayment	17
		<hr/>
		1,755

6 **CURRENT LIABILITIES**

	Other Creditors - falling due within one year	362
	Owing to the Directors	9,646
		<hr/>
		10,007

7 **SHARE CAPITAL**

	Ordinary Shares of £1 each	<b>28-Feb-07</b>
	Authorised Share Capital	1,000
	Issued and Fully Paid	1

8 **FIXED ASSETS**

There were no fixed assets in the name of the company

9 **CASH FLOW STATEMENT**

In accordance with Financial Reporting Standard No 1, given its entitlement to the exemption available in Sections 246 to 249 of the Companies Act 1985 for small companies when filing accounts with the Registrar of Companies, the company has not prepared a cashflow statement

**Marketing Craze Limited**

**Detailed Profit and Loss Account  
(FOR MANAGEMENT ACCOUNTS PURPOSES ONLY)  
For the period ending 28 February 2007**

for the  
13  
month  
period ending  
28-Feb-07  
£

**TURNOVER**

-

Less: Cost of Sales

-

**GROSS PROFIT**

-

Other Income

-

Less: Expenses

8,253

Accounting Fee

347

Bank Charges

300

Company Formation Fees

-

Commissions

210

Contractors & Consultants Fees

7,257

Depreciation

-

Directors Fees

-

Employer's National Insurance

-

Entertainment

-

Equipment

45

Filing Fees

15

Fines, Penalties, Late Payment Interest

-

General

-

Internet

44

Interest on Overdue Tax

-

Licenses & Permits

35

Motor Vehicle F.P C S

-

Printing, Postage & Stationery

-

Power

-

Rent

-

Subscriptions & Professional Memberships

-

Telephone

-

Training, Courses & Fees

-

Travel & Subsistence

-

**OPERATING LOSS BEFORE TAX**

(8,253)

## **Marketing Craze Limited**

### **CALCULATION OF TAXABLE INCOME**

<b><u>Balance per Annual Accounts</u></b>	<b>(8,253)</b>
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**Add back amounts not deductible for tax**

Company formation fees	-
Fines, Penalties, Late Payment Interest	-
Entertainment expenses	-
Depreciation	-
Christmas Party	-
Profit/Loss on Fixed Asset Disposals	-

**Less amounts claimed for tax**

Balancing Allowances	-
Capital Allowances (see below)	-

<b>Less loss brought forward from previous year</b>	<b>-</b>
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<b><u>Balance per Corp Tax Return (in total)</u></b>	<b>(8,253)</b>
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<b>Capital Items</b>	<b>Amount (£)</b>
Cost	-
Amounts already claimed for tax	-
Amount subject to capital allowances	-
Capital allowance - current year	-