

REGISTERED NUMBER. 6404226

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010
FOR
SELFserve (UK) LIMITED

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29/09/2011
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SELFserve (UK) LIMITED (REGISTERED NUMBER: 6404226)

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FOR THE YEAR ENDED 31 DECEMBER 2010**

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ABBREVIATED BALANCE SHEET
31 DECEMBER 2010

	Notes	31 12 10 £	£	31 12 09 £	£
FIXED ASSETS					
Tangible assets	2		3,061		19,337
CURRENT ASSETS					
Debtors		128,011		182,303	
Cash at bank		55,472		-	
		183,483		182,303	
CREDITORS					
Amounts falling due within one year		441,117		929,478	
NET CURRENT LIABILITIES			(257,634)		(747,175)
TOTAL ASSETS LESS CURRENT LIABILITIES			(254,573)		(727,838)
CAPITAL AND RESERVES					
Called up share capital	3		4		4
Profit and loss account			(254,577)		(727,842)
SHAREHOLDERS' FUNDS			(254,573)		(727,838)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2010

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2010 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the Board of Directors on 27/9/2011 and were signed on its behalf by



A Marcus - Director

The notes form part of these abbreviated accounts

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2010**

1 ACCOUNTING POLICIES

Going concern

The accounts have been prepared on a going concern basis. Despite the current year trading loss the directors consider that the company will continue in operation for the foreseeable future. Towards the end of the financial year the company implemented a change in management structure and as a result of this projections show that the company will be profitable in the longer term. Consequently the financial statements have been prepared on a going concern basis. No adjustments have been made to restate assets and liabilities to their recoverable amounts should this basis prove not to be appropriate.

Accounting convention

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

Turnover represents amounts receivable for goods and services net of VAT and trade discounts.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

Plant and machinery etc - 33% on cost

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date. The deferred tax balance has not been discounted.

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 transaction. Exchange differences are taken into account in arriving at the operating result.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2010	75,355
Additions	2,465
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At 31 December 2010	77,820
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DEPRECIATION	
At 1 January 2010	56,018
Charge for year	18,741
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At 31 December 2010	74,759
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NET BOOK VALUE	
At 31 December 2010	3,061
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At 31 December 2009	19,337
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SELFserve (UK) LIMITED (REGISTERED NUMBER: 6404226)

**NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2010**

3 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value £1	31 12 10 £	31 12 09 £
4	Ordinary		<u>4</u>	<u>4</u>

4 ULTIMATE PARENT COMPANY

Selfserve (UK) Limited is a 100% owned subsidiary of Shopcreator Services Limited, a company incorporated in the UK

5 ULTIMATE CONTROLLING PARTY

Shopcreator Services Limited is the ultimate controlling party