

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2014

FOR

CUSTOMER EXPERIENCE FIRST LTD

**CONTENTS OF THE ABBREVIATED ACCOUNTS
for the Year Ended 31 March 2014**

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	3

CUSTOMER EXPERIENCE FIRST LTD

COMPANY INFORMATION
for the Year Ended 31 March 2014

DIRECTOR: Ms C Fawcett

SECRETARY:

REGISTERED OFFICE: 18a Furzeffield Road
Reigate
Surrey
RH2 7HG

REGISTERED NUMBER: 06522611

ACCOUNTANTS: Fox & Co (Accountants) Ltd
Atticus House
2 The Windmills
Turk Street
Alton
Hampshire
GU34 1EF

CUSTOMER EXPERIENCE FIRST LTD (REGISTERED NUMBER: 06522611)

ABBREVIATED BALANCE SHEET

31 March 2014

	Notes	2014 £	£	2013 £	£
FIXED ASSETS					
Tangible assets	2		1,738		458
CURRENT ASSETS					
Debtors		11,637		19,846	
Cash at bank		<u>38,696</u>		<u>35,042</u>	
		50,333		54,888	
CREDITORS					
Amounts falling due within one year		<u>12,145</u>		<u>26,363</u>	
NET CURRENT ASSETS			<u>38,188</u>		<u>28,525</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>39,926</u>		<u>28,983</u>
CAPITAL AND RESERVES					
Called up share capital	3		100		100
Profit and loss account			<u>39,826</u>		<u>28,883</u>
SHAREHOLDERS' FUNDS			<u>39,926</u>		<u>28,983</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2014 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

- (a) 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.
- (b)

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 director on 2 June 2014 and were signed by:

Ms C Fawcett - Director

The notes form part of these abbreviated accounts

**NOTES TO THE ABBREVIATED ACCOUNTS
for the Year Ended 31 March 2014**

1. ACCOUNTING POLICIES

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 net invoiced sales of services, excluding value added tax.

Tangible fixed assets

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

Plant and machinery etc - 25% on reducing balance

Fixed assets are stated at their cost prices, less accumulated depreciation and amounts recognised in respect of impairment.

Deferred tax

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

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 April 2013	1,446
Additions	1,859
At 31 March 2014	<u>3,305</u>
DEPRECIATION	
At 1 April 2013	988
Charge for year	579
At 31 March 2014	<u>1,567</u>
NET BOOK VALUE	
At 31 March 2014	<u><u>1,738</u></u>
At 31 March 2013	<u><u>458</u></u>

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2014	2013
			£	£
100	ordinary	£1	<u>100</u>	<u>100</u>

4. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES

The directors received dividends totalling £18,750 during the year.

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.