

REGISTERED NUMBER
06602154
ENGLAND AND WALES

TRULY MADLY BABY LIMITED

ABBREVIATED ACCOUNTS

30TH SEPTEMBER 2010

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TRULY MADLY BABY LIMITED**ABBREVIATED BALANCE SHEET****30TH SEPTEMBER 2010**

		30.9.2010		31.3.2009	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible assets	2		69,477		76,202
Intangible assets	3		23,800		28,000
			93,277		104,202
CURRENT ASSETS					
Stock		139,063		125,549	
Debtors		24,834		20,425	
		163,897		145,974	
CREDITORS – amounts falling due within one year	4	417,474		286,015	
NET CURRENT LIABILITIES			(253,577)		(140,041)
			(160,300)		(35,839)
CREDITORS – amounts falling due after more than one year	4		7,008		21,024
			(167,308)		(56,863)
CAPITAL AND RESERVES					
Called up share capital	5		99		99
Profit and loss account			(167,407)		(56,962)
SHAREHOLDERS FUNDS			(167,308)		(56,863)

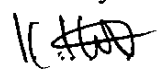
For the period ended 30th September 2010 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies

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,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime

The financial statements on pages 3 to 6 were approved by the Board of Directors on 22nd July 2011 and signed on its behalf by


Director – K Kitson

TRULY MADLY BABY LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

PERIOD ENDED 30TH SEPTEMBER 2010

1. ACCOUNTING POLICIES

Basis of accounting

The accounts have been prepared under the historical cost convention, on a going concern basis and in accordance with applicable accounting standards

Comparatives

Where disclosed, comparatives relate to the period from incorporation on 27th May 2008 to 31st March 2009

Cash flow

The accounts do not include a cash flow statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under Financial Reporting Standard 1 'Cash flow statements'

Tangible fixed assets

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

Website development	-	20% straight line (commencing 1st April 2009)
Computer equipment	-	25% straight line
Fixtures and fittings	-	15% reducing balance

Intangible fixed assets

Intangible fixed assets relate to goodwill which is to be written off over ten years, commencing 1st April 2009, the period during which the directors estimate that benefits may reasonably be expected to accrue as a result of this acquisition

Turnover

Turnover represents the sales value of goods despatched during the period, exclusive of value added tax

Deferred taxation

Deferred tax is recognised on all timing differences which have originated, but not reversed, at the balance sheet date. Timing differences represent accumulated differences between the company's taxable profit and its financial profit and arise primarily from the difference between capital allowances and depreciation. Deferred tax liabilities and assets are not discounted.

TRULY MADLY BABY LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (Continued)
PERIOD ENDED 30TH SEPTEMBER 2010

2. TANGIBLE FIXED ASSETS	Total	Fixtures & fittings	Computer equipment	Website development
	£	£	£	£
COST				
At 1st April 2009	78,264	2,140	6,965	69,159
Additions	23,603	-	-	23,603
30th September 2010	101,867	2,140	6,965	92,762
DEPRECIATION				
At 1st April 2009	2,062	321	1,741	-
Charge for the period	30,328	409	2,090	27,829
At 30th September 2010	32,390	730	3,831	27,829
NET BOOK VALUE				
At 30th September 2010	69,477	1,410	3,134	64,933
At 1st April 2009	76,202	1,819	5,224	69,159
3. INTANGIBLE FIXED ASSETS				
GOODWILL				£
COST				
Cost at 1st April 2009 and at 30th September 2010				28,000
AMORTISATION				
At 1st April 2009				-
Charge for the period				4,200
At 30th September 2010				4,200
NET BOOK VALUE				
At 30th September 2010				23,800
At 1st April 2009				28,000

TRULY MADLY BABY LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (Continued) PERIOD ENDED 30TH SEPTEMBER 2010

4. CREDITORS

Creditors include an amount of £379,631 (2009 - £212,287) owed to Atticrose Limited, a company owned by the directors of this company (See note 6)

Also included in creditors is a secured bank loan, the aggregate total of which amounts to £21,025 (2009 - £35,041) which is repayable in monthly instalments of £1,407 and is repayable within two years

5. CALLED UP SHARE CAPITAL	30.9.2010 £	31.3.2009 £
Authorised 1,000 ordinary shares of £1 each	1,000	1,000
Allotted, called up and fully paid 99 ordinary shares of £1 each	99	99

6. RELATED PARTY TRANSACTIONS

During the period the company entered into normal commercial terms with Atticrose Limited, a company owned by the directors of this company, as follows:

	30.9.2010 £	31.3.2009 £
Purchases	-	12,839
Wage recharges	32,330	-

7. ULTIMATE CONTROLLING PARTY

There is no ultimate controlling party.

8. GOING CONCERN

The accounts have been prepared on a going concern basis on the assumption that there will be continued support from the company's creditors and anticipated future profits