

Screaming Matriarch UCJ Limited

REGISTERED NUMBER: 7723515

**Report of unaudited Financial Statements for the Year Ended 31
August 2012 for Screaming Matriarch UCJ Limited**

**Screaming Matriarch
82 Maud Road
Plaistow
London
E13 0JU**



A1L2FM4Q

A18

05/11/2012

#130

COMPANIES HOUSE

Screaming Matriarch UCJ Limited

Contents of the Financial Statements for the Year Ended 31 August 2012

	Page
Company information	3
Report of company performance	6
Profit and loss account	7
Balance Sheet	8
Notes to the Financial Statements	10
About the Directors	12

Screaming Matriarch UCJ Limited

Company Information for the Year Ended 31 August 2012

Director Miss Chanel Urie

Director Miss Ufuoma Urie

Director Mr Jack Knowles

REGISTERED OFFICE Screaming Matriarch
82 Maud Road
Plaistow
London
E13 0JU

Screaming Matriarch UCJ Limited

Description of Products and Services

Screaming Matriarch aims to bring 'low brow' art and illustration to a wider audience. The artists SM will work with produce work that would be considered "niche", focusing on imagery that is dark, subversive and quirky. Among the low brow artists and illustrators community there is noticeable difficulty in getting their imagery on products and marketing it to the right audience. Other toy or merchandising distributors such as Underground Toys and Forbidden Planet (in the UK) and Baby Tattoo and Mezco Toys (in the US) rarely accept submissions from lesser known artists and are unlikely to take on "unknowns" as this would be considered a high risk factor and they would prefer to go for the safer option of choosing more established brands to work with. Screaming Matriarch's USP is that we are bridging this gap by scouting fresh talent (who are having difficulty getting their foot in the door) and giving them the opportunity to have their products manufactured to a high standard but on small runs/limited numbers, marketed and distributed by a company who have 5 years experience in the toy collectors/comic art industry.

Artists will retain complete creative control but SM will support them by funding the production of all items i.e. the artist may submit 4 t-shirt designs. SM take the designs, print the t-shirts and distribute them via their online shop (these designs remain exclusive to SM). A percentage of profits made from the sales are divided between the artist and SM.

Defining Print Merchandising

Print merchandising is simply any saleable item that an artist's image can adorn. These are usually screen-printed but may be digitally printed. They include cushions, duvet sets, t-shirts, hooded sweatshirts, sweat-shirts, vests, underwear, tote bags, postcards, greeting cards, art prints, wrapping paper, stationery, stickers, embroidered patches,

Short Term Objectives

- 1 To continue to increase website traffic to Screaming Matriarch's website and associated site (Little Apple Dolls) through social networking sites Facebook and Twitter
- 2 To continue to develop and produce a wide and varied range of quality products for the Screaming Matriarch online shop including greeting card ranges, art prints, postcards, tote bags
- 3 To produce 1-2 limited 14inch little apple doll editions
- 4 Increase annual turnover by selling products through different avenues i.e. conventions and market stalls

Long Term Objectives

- 1 Form alliances and partnerships with artists, internationally with a view to working on products designed by them but distributed through SM
- 2 Organise exhibitions for all of the Screaming Matriarch artists to showcase their work
- 3 Exhibit all work at comic conventions, nationally and internationally
- 4 Diversify into self-publishing/ distributing art books

Screaming Matriarch UCJ Limited

- 5 Liaise with artists, illustrators and animators, further developing their characters and diversify into low budget animation

S.W.O.T Analysis

Strengths	<ul style="list-style-type: none">- Original designs, new talent- No staff costs- Capital investment already secured- Little Apple dolls already has strong cult following- Can find economical ways to produce items- Interest from promoters and conventions
Weaknesses	<ul style="list-style-type: none">- Delivery (in terms of costs incurred exporting to other countries)- Printing products in small runs may increase costs- Currently the launch of SM is dependent on few products- Insufficient funds to launch mass production of doll
Opportunities	<ul style="list-style-type: none">- Large diversification opportunity- International growth potential through Russia and Mexico
Threats	<ul style="list-style-type: none">- Increased competition- Increased pressure from customers- Security on online site- Recession affecting the international economy- Changes in fashion, cult followings etc

Screaming Matriarch UCJ Limited

Report of the for the Year Ended 31 August 2012

The members presents their report with the financial statements of the company for the year ended 31 August 2012

PRINCIPAL ACTIVITY

The principal activity of the comoany in the year under review was art and Merchandising

Directors

Mr Jack Knowles, Miss C and U Urie held office during the whole of the period August 2011 to this date of this report

This report has been prepared in accordance with the special provisons of part 15 of the Companies Act 2006 relating to Small companies

For the year ended 31/08/2012 the Private limited Limited was entitled to exemption under section 477 of the companies Act 2006 (as applied by the Limited Companies (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008)

The members acknowledge their responsibility for comlying with the requirements of the Companies Act 2006 (as applied to Limited Companies) with respect to accounting records and the preparation of accounts

ON BEHALF OF THE DIRECTORS

C. URIE

Miss Chanel Urie-Director

Date 29/10/12



Miss Ufuoma Urie-Director

Date 29/10/12



Mr Jack Knowles-Director

Date 29/10/12

Screaming Matriarch UCJ Limited

Profit and Loss Account for the Year Ended 31 August 2012

		31/08/2012
Sales		8793 23
Opening Stock	912 00	
Add Purchases	<u>7994.50</u>	
	8906 50	
Less Closing stock	<u>5620 75</u>	
		<u>3285 75</u>
		5507 48
Direct labour/ Other direct costs		<u>1405 24</u>
Gross Profit		4102.24
<u>Less Expenses</u>		
Travel	101 00	
Stationery	158 95	
Cotton Bags	86 03	
Rent	300 00	
Bank Charges	18 00	
Postage and Packaging	1409 80	
Promotion and Website	157 17	
Credit Card Interest charges	103 00	
Covention Table	400 00	
Other Sundries	396 80	
Total Expenses		<u>3130 75</u>
<u>NET PROFIT BEFORE TAX</u>		971 49
<u>Less TAX @ 24%</u>		<u>233.16</u>
<u>NET PROFIT AFTER TAX</u>		<u>738.33</u>

Screaming Matriarch UCJ Limited

Balance Sheet as at 31 August 2012

	31/08/12
CURRENT ASSETS	
Cash at Bank	373 41
Paypal Account	2510 36
Stock	<u>5620 75</u>
	8504.52
CURRENT LIABILITIES	
Amounts falling due with one year	
Creditors	362 41
Taxation	233 16
	595.57
TOTAL ASSETS LESS CURRENT LIABILITIES	7908.95
LESS LONG TERM LOAN	1600 00
	<u>6308.95</u>
CAPITAL AND RESERVES	
Called up Share Capital	5570 62
Net Profit or Loss 2012	738 33
SHAREHOLDERS' FUNDS	<u>6308.95</u>

The Directors acknowledge their responsibilities for

For the year ending 31/08/2012 the company was entitled to exemption from audit under section 477 of the companies Act 2006 relating to small companies

The members have not required the company to obtain an audit in accordance with section 476 of the companies Act 2006

The director's acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts

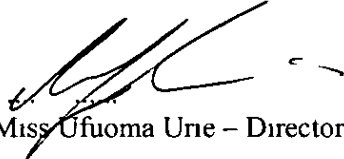
Screaming Matriarch UCJ Limited

The financial statements were approved by the Directors on

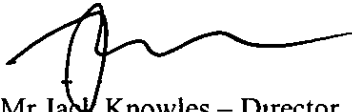
and were signed by



Miss Chanel Urue – Director



Miss Ufuoma Urue – Director



Mr Jack Knowles – Director

Screaming Matriarch UCJ Limited

Notes on Accounts for the Year ending 31/08/12

- 1 We are a private limited company trading under the name Screaming Matriarch. Our main business activity is to provide a platform for semi-professional artists, illustrators and other creatives to develop their designs for "print" merchandising (i.e. t-shirts, cushions and other textile items) making these products available to the public via the company's online store.
- 2 In that time we focused our resources in researching and developing new ideas and products for the Little Apple Dolls brand.
- 3 A lot of expenditure was spent on promotion and other Little Apple doll products such as badges and stickers. Although well received, items are of low value and not a huge income generator.
- 4 The loan secured enabled old doll stock to be purchased at a discounted price, reduced the cost of raw materials. The company also produced 3 exclusive hand-made dolls which retailed for a much higher price. Their success was reflected in the increase of sales, as loyal fans rushed to collect the one of a kind products.
- 5 Market conditions continue to be sluggish with the continued global recession.
- 6 Screaming Matriarch will now focus on producing a whole series which will need a huge amount of investment. However, plans are being put into place to manufacture new products in China. This will enable mass production and allow products to be retailed in shops and stores.

These notes form part of these financial statements

Screaming Matriarch UCJ Limited

Notes to the Balance sheet

- 1 The company has no fixed assets
- 2 One long term unsecured loan provided by Jack Knowles' Family
- 3 Stock consists of numerous items such as t-shirts, raw materials and greeting cards
- 4 The current creditors consists of a single credit card

These notes form part of these financial statement

Screaming Matriarch UCJ Limited

ABOUT THE DIRECTORS

Director Ufuoma Urie

Ufuoma Urie is Screaming Matriarch's creative talent and the artist behind Little Apple Dolls

Duties include but are not limited to

- Scouting other artists/creatives for future projects with SM
- The design of graphics for all "print merchandising" for Little Apple Dolls
- Set-up and maintenance of the Screaming Matriarch website
- Re-branding Little Apple Dolls and its associated website
- Receiving and processing orders for products
- Liaising with 2nd party contractors SM may commission over time
- Seeking out the most cost-effective options (buying materials, asking for quotes etc)
- The crafting of doll sculptures for international sale

Relevant Experience & Qualifications:

5 Years as a sole trader running Little Apple Dolls as an independent company
GCSEs in Textiles, Design Technology and Art
A-level Art & Design, Media Studies
BTEC Foundations Studies in Art
BA Hons in Fine Art New Media
GNVQ in Design
Certificate in Web Design

Director Chanel Urie

With experience in the Finance/Accounting/Business Management sector, Chanel Urie will be responsible for strategic and financial planning for Screaming Matriarch

Duties include but are not limited to

- Reviewing all concepts that come through SM and checking their viability
- Financial planning on a yearly basis
- Through analysis of activities making decisions about SM's next move
- Initial set up and ongoing liaison with Company's House
- The set-up and maintenance of SMs accounts with HM Revenue and Customs
- Securing funding/business capital

Relevant Qualifications:

BA Hons in Business Studies and Accounting
Business consultant for Little Apple Dolls
2 years Project Management and budget management
Currently runs Thetsis 5

Screaming Matriarch UCJ Limited

Director Jack Knowles

Jack has experience in project planning and management from his work in Local Authority Housing departments. Jack will oversee creative projects and assist Chanel with financial projects. Jack is also a screenprinter and designer and will assist Ufuoma with some creative aspects of the business.

His duties include but are not limited to

- Project management
- Financial planning assistance
- Designing products for Screaming Matriarch
- Printing t-shirts and merchandise for Screaming Matriarch
- Logistics and event management

Screaming Matriarch UCJ Limited

Screaming Matriarch Executive Summary

Business Premises	Screaming Matriarch UCJ Limited 82 Maud Road Plaistow London E13 0JU 07984653573/ 07962394101 yurei urie@googlemail.com
Registered/Corresponding Address	Chanel Urie 82 Maud Road Plaistow, London E13 0JU 07962394101
Legal Status	Private Limited Comapny
Projected 2nd Year turnover	£30,000
Business Bank Account	HSBC, Stratford Shopping Centre, London E15
Funding Required	-
Bank Loan	-
Personal Investment	£5570 62

Rationale: Proposing an independent enterprise that will provide a platform for semi-professional artists, illustrators and other creatives to develop their designs for “print” merchandising (i.e. t-shirts, cushions and other textile items) making these products available to the public via the company’s online store. Cult toy brand, the Little Apple Dolls, established in 2003 will be SM’s first project.

Market Addressed: The venture seeks to appeal to the “fanboy/fangirl” market i.e. urban vinyl collectors, comic book aficionados, and low brow art fans. Each of the short-listed artists Screaming Matriarch will be working with, already have a dedicated following, so these groups will be marketed directly through social networking sites.

Location: Place of trade is from Maud Road in Plaistow, East London.

Personnel:

Director: Ufuoma Urie

Ufuoma Urie is Screaming Matriarch’s creative talent and the artist behind Little Apple Dolls.

Duties include but are not limited to:

- Scouting other artists/creatives for future projects with SM
- The design of graphics for all “print merchandising” for Little Apple Dolls

Screaming Matriarch UCJ Limited

- Set-up and maintenance of the Screaming Matriarch website
- Re-branding Little Apple Dolls and its associated website
- Receiving and processing orders for products
- Liaising with 2nd party contractors SM may commission over time
- Seeking out the most cost-effective options (buying materials, asking for quotes etc)
- The crafting of doll sculptures for international sale

Relevant Experience & Qualifications

5 Years as a sole trader running Little Apple Dolls as an independent company
GCSEs in Textiles, Design Technology and Art
A-level Art & Design, Media Studies
BTEC Foundations Studies in Art
BA Hons in Fine Art New Media
GNVQ in Design
Certificate in Web Design

Director: Chanel Urie

With experience in the Finance/Accounting/Business Management sector, Chanel Urie will be responsible for strategic and financial planning for Screaming Matriarch

Duties include but are not limited to

- Reviewing all concepts that come through SM and checking their viability
- Financial planning on a yearly basis
- Through analysis of activities making decisions about SM's next move
- Initial set up and ongoing liaison with Company's House
- The set-up and maintenance of SMs accounts with HM Revenue and Customs
- Securing funding/business capital

Relevant Qualifications

BA Hons in Business Studies and Accounting
Business consultant for Little Apple Dolls
2 years Project Management and budget management
Currently runs Thetsis 5

Director: Jack Knowles

Jack has experience in project planning and management from his work in Local Authority Housing departments Jack will oversee creative projects and assist Chanel with financial projects Jack is also a screenprinter and designer and will assist Ufuoma with some creative aspects of the business

His duties include but are not limited to

- Project management
- Financial planning assistance

Screaming Matriarch UCJ Limited

- Designing products for Screaming Matriarch
- Printing t-shirts and merchandise for Screaming Matriarch
- Logistics and event management

Description of Products and Services:

Screaming Matriarch aims to bring “low brow” art and illustration to a wider audience. The artists SM will work with produce work that would be considered “niche”, focusing on imagery that is dark, subversive and quirky. Among the low brow artists and illustrators community there is noticeable difficulty in getting their imagery on products and marketing it to the right audience. Other toy or merchandising distributors such as Underground Toys and Forbidden Planet (in the UK) and Baby Tattoo and Mezco Toys (in the US) rarely accept submissions from lesser known artists and are unlikely to take on “unknowns” as this would be considered a high risk factor and they would prefer to go for the safer option of choosing more established brands to work with. Screaming Matriarch’s USP is that we are bridging this gap by scouting fresh talent (who are having difficulty getting their foot in the door) and giving them the opportunity to have their products manufactured to a high standard but on small runs/limited numbers, marketed and distributed by a company who have 5 years experience in the toy collectors/comic art industry.

Artists will retain complete creative control but SM will support them by funding the production of all items i.e. the artist may submit 4 t-shirt designs. SM take the designs, print the t-shirts and distribute them via their online shop (these designs remain exclusive to SM). A percentage of profits made from the sales are divided between the artist and SM.

Defining Print Merchandising

Print merchandising is simply any saleable item that an artist’s image can adorn. These are usually screen-printed but may be digitally printed. They include cushions, duvet sets, t-shirts, hooded sweatshirts, sweat-shirts, vests, underwear, tote bags, postcards, greeting cards, art prints, wrapping paper, stationery, stickers, embroidered patches,

Short Term Objectives:

- 1 To continue to increase website traffic to Screaming Matriarch’s website and associated site (Little Apple Dolls) through social networking sites Facebook and Twitter
- 2 To continue to develop and produce a wide and varied range of quality products for the Screaming Matriarch online shop including greeting card ranges, art prints, postcards, tote bags
- 3 To produce 1-2 limited 14inch little apple doll editions a year
- 4 Increase annual turnover by selling products through different avenues i.e. conventions and market stalls

Screaming Matriarch UCJ Limited

Long Term Objectives:

- 1 Form alliances and partnerships with artists, internationally with a view to working on products designed by them but distributed through SM
- 2 Organise exhibitions for all of the Screaming Matriarch artists to showcase their work
- 3 Exhibit all work at comic conventions, nationally and internationally
- 4 Diversify into self-publishing/ distributing art books
- 5 Liaise with artists, illustrators and animators, further developing their characters and diversify into low budget animation

S.W.O.T Analysis

Strengths	<ul style="list-style-type: none">- Original designs, new talent- No staff costs- Capital investment already secured- Little Apple dolls already has strong cult following- Can find economical ways to produce items- Interest from promoters and conventions
Weaknesses	<ul style="list-style-type: none">- Delivery (in terms of costs incurred exporting to other countries)- Printing products in small runs may increase costs- Currently the launch of SM is dependent on few products- Insufficient funds to launch mass production of doll
Opportunities	<ul style="list-style-type: none">- Large diversification opportunity- International growth potential through Russia and Mexico
Threats	<ul style="list-style-type: none">- Increased competition- Increased pressure from customers- Security on online site- Recession affecting the international economy- Changes in fashion, cult followings etc

Screaming Matriarch UCJ Limited

Profit and Loss Account for the Year Ended 31 August 2012

		31/08/2012
Sales		8793 23
Opening Stock	912 00	
Add Purchases	<u>7994.50</u>	
	8906 50	
Less Closing stock	5620 75	
		<u>3285 75</u>
		5507 48
Direct labour/ Other direct costs		<u>1405 24</u>
Gross Profit		4102.24
<u>Less Expenses</u>		
Travel	101 00	
Stationery	158 95	
Cotton Bags	86 03	
Rent	300 00	
Bank Charges	18 00	
Postage and Packaging	1409 80	
Promotion and Website	157 17	
Credit Card Interest charges	103 00	
Covention Table	400 00	
Other Sundries	396 80	
Total Expenses		<u>3130.75</u>
<u>NET PROFIT BEFORE TAX</u>		971 49
<u>Less TAX @ 24%</u>		<u>233.16</u>
<u>NET PROFIT AFTER TAX</u>		<u>738.33</u>

Screaming Matriarch UCJ Limited

Balance Sheet as at 31 August 2012

	31/08/12
CURRENT ASSETS	
Cash at Bank	373 41
Paypal Account	2510 36
Stock	<u>5620 75</u>
	8504.52
CURRENT LIABILITIES	
Amounts falling due with one year	
Creditors	362 41
Taxation	233 16
	595.57
TOTAL ASSETS LESS CURRENT LIABILITIES	7908.95
LESS LONG TERM LOAN	1600 00
	<u>6308.95</u>
CAPITAL AND RESERVES	
Called up Share Capital	5570 62
Net Profit or Loss 2012	738 33
SHAREHOLDERS' FUNDS	<u>6308.95</u>

Screaming Matriarch UCJ Limited

Notes on Accounts for the Year ending 31/08/12

- 1 We are a private limited company trading under the name Screaming Matriarch UCJ Our main business activity is to provide a platform for semi-professional artists, illustrators and other creatives to develop their designs for “print” merchandising (i.e. t-shirts, cushions and other textile items) making these products available to the public via the company’s online store
- 2 In that time we focused our resources in researching and developing new ideas and products for the Little Apple Dolls brand
- 3 A lot of expenditure was spent on promotion and other Little apple doll products such as badges and stickers Although well received, items are of low value and not a huge income generator
- 4 The loan secured enabled old doll stock to be purchased at a discounted price reduced the cost of raw materials The company also produced 3 exclusive hand made dolls which retailed for a much higher price The success of the dolls was reflected in the increase of sales as loyal fans rushed to collect the one of a kind products
- 5 Market conditions continue to be sluggish with the continued recession in the global economy
- 6 Screaming Matriarch will now focus on producing a whole series which will need a huge amount of investment However, plans are being put into place to manufacture these products in China This will enable mass production and allow products to be retailed in shops and stores

These notes form part of these financial statement

Screaming Matriarch UCJ Limited

Notes to the Balance sheet

- 1 The company has no fixed assets
- 2 One long term unsecured loan provided by Jack Knowles Family
- 3 Stock consists of numerous items such as t-shirts, raw materials and greeting cards
- 4 The current creditors consists of a single credit card

These notes form part of these financial statement