

REGISTERED NUMBER: 08014664 (England and Wales)

ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 30 APRIL 2014

FOR

ACE DIRECT LTD

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FOR THE YEAR ENDED 30 APRIL 2014**

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ACE DIRECT LTD

**COMPANY INFORMATION
FOR THE YEAR ENDED 30 APRIL 2014**

DIRECTOR:

M Hussain

REGISTERED OFFICE:

245 Entwistle Rd
Rochdale
Lancashire
OL16 2LJ

REGISTERED NUMBER:

08014664 (England and Wales)

ACCOUNTANTS:

Wyatt, Morris, Golland Ltd
Park House
200 Drake Street
Rochdale
Lancashire
OL16 1PJ

ABBREVIATED BALANCE SHEET
30 APRIL 2014

	Notes	2014 £	£	2013 £	£
FIXED ASSETS					
Intangible assets	2		58,333		78,333
Tangible assets	3		<u>658</u>		<u>878</u>
			58,991		79,211
CURRENT ASSETS					
Debtors		200,108		177,309	
Cash at bank and in hand		<u>169,810</u>		<u>115,203</u>	
		369,918		292,512	
CREDITORS					
Amounts falling due within one year		<u>427,592</u>		<u>370,782</u>	
NET CURRENT LIABILITIES			(57,674)		(78,270)
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>1,317</u>		<u>941</u>
CAPITAL AND RESERVES					
Called up share capital	4		100		100
Profit and loss account			<u>1,217</u>		<u>841</u>
SHAREHOLDERS' FUNDS			<u>1,317</u>		<u>941</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2014 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his 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 30 January 2015 and were signed by:

M Hussain - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 APRIL 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 goods, excluding value added tax.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2013, is being amortised evenly over its estimated useful life of five years.

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 - 25% on reducing balance

Deferred tax

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

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 May 2013	
and 30 April 2014	<u>100,000</u>
AMORTISATION	
At 1 May 2013	21,667
Amortisation for year	<u>20,000</u>
At 30 April 2014	<u>41,667</u>
NET BOOK VALUE	
At 30 April 2014	<u>58,333</u>
At 30 April 2013	<u>78,333</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 30 APRIL 2014

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 May 2013	
and 30 April 2014	<u>1,195</u>
DEPRECIATION	
At 1 May 2013	317
Charge for year	<u>220</u>
At 30 April 2014	<u>537</u>
NET BOOK VALUE	
At 30 April 2014	<u>658</u>
At 30 April 2013	<u>878</u>

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

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

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.