REGISTERED NUMBER: 08830627

Unaudited Financial Statements for the Year Ended 31 January 2019

for

All by Mama Ltd

Contents of the Financial Statements
for the Year Ended 31 January 2019

All by Mama Ltd

Company Information
for the Year Ended 31 January 2019

DIRECTORS:	Mrs G Whates Mrs H Whates N Peksa Mrs M D R Phillips
SECRETARY:	Mrs H Whates
REGISTERED OFFICE:	73 Maple Road Surbiton Surrey KT6 4AG
REGISTERED NUMBER:	08830627
ACCOUNTANTS:	LK & Associates Limited 2A High Street Thames Ditton Surrey KT7 0RY

Balance Sheet
31 January 2019

	Notes	31.1.19 £	£	31.1.18 £	£
FIXED ASSETS					
Intangible assets	4		32,976		-
Tangible assets	5		3,655		4,688
			36,631		4,688
CURRENT ASSETS					
Debtors	6	6,535		(42)	
CREDITORS					
Amounts falling due within one year	7	58,230		43,183	
NET CURRENT LIABILITIES			(51,695)		(43,225)
TOTAL ASSETS LESS CURRENT LIABILITIES			(15,064)		(38,537)
CREDITORS					
Amounts falling due after more than one year	8		(4,417)		(2,672)
ACCRUALS AND DEFERRED INCOME			180		75
NET LIABILITIES			(19,301)		(41,134)
CAPITAL AND RESERVES					
Called up share capital			110		110
Share premium			218,445		95,970
Retained earnings			(237,856)		(137,214)
			(19,301)		(41,134)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 January 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 January 2019 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

(b) 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.

continued...

Balance Sheet - continued
31 January 2019

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 16 July 2019 and were signed on its behalf by:

Mrs G Whates - Director

1. STATUTORY INFORMATION

All by Mama Ltd is a private company, limited by shares , registered in Not specified/Other. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover
Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Sales figure includes total transaction value of £52,686.58 which is defined as the gross sales made on the Company's website, from which the Company earns a commission.

Intangible assets
Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

An impairment loss has been recognised in the Income Statement, following an assessment at the Balance Sheet date indicating the recoverable amount was less than its carrying value.

Computer software is being amortised evenly over its estimated useful life of nil years.

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

Taxation
Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Hire purchase and leasing commitments
Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

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3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 1 (2018 - NIL) .

4. INTANGIBLE FIXED ASSETS

	Other intangible assets £
COST	
Additions	37,098
Impairments	(4,122)
At 31 January 2019	32,976
NET BOOK VALUE	
At 31 January 2019	32,976

5. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
COST	
At 1 February 2018 and 31 January 2019	11,548
DEPRECIATION	
At 1 February 2018	6,860
Charge for year	1,033
At 31 January 2019	7,893
NET BOOK VALUE	
At 31 January 2019	3,655
At 31 January 2018	4,688

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.1.19 £	31.1.18 £
Trade debtors	-	(320)
Other debtors	6,535	278
	6,535	(42)

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7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.1.19	31.1.18
	£	£
Bank loans and overdrafts	4,296	5,925
Trade creditors	16,951	2,648
Other creditors	36,983	34,610
	58,230	43,183

Other creditors includes amounts owed to Directors for monies spent personally on business transactions. No interest is charged on these loans. Amounts due at year end to Ms Gemma Whates - £11,503.72; and to Mrs H Whates - £23,845.42

8. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	31.1.19	31.1.18
	£	£
Bank loans	4,417	2,672