

Registered number
01703871

DISPLAY PROMOTIONS (LONDON) LIMITED

Abbreviated Accounts

31 July 2013

DISPLAY PROMOTIONS (LONDON) LIMITED

ABBREVIATED BALANCE SHEET

as at 31 July 2013

Company Registration No. 01703871

	Notes	2013 £	2012 £
Fixed assets			
Tangible assets	2	-	1,027
Current assets			
Stocks		3,150	1,400
Debtors		152,538	90,278
Cash at bank and in hand		16,636	13,980
		<u>172,324</u>	<u>105,658</u>
Creditors: amounts falling due within one year		<u>(171,685)</u>	<u>(106,302)</u>
Net current assets/(liabilities)		639	(644)
Net assets		<u>639</u>	<u>383</u>
Capital and reserves			
Called up share capital	3	200	200
Profit and loss account		439	183
Shareholder's funds		<u>639</u>	<u>383</u>

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

Director's responsibilities:

The member has not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;

"The director acknowledges his responsibilities for complying with the requirements of the act with respect to accounting records and the preparation of financial statements.", "The director acknowledges their responsibilities for complying with the requirements of the act with respect to accounting records and the preparation of financial statements.")

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Approved by the board on 16 November 2013

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Ian I. Levy (Michael I. Levy)

Director

DISPLAY PROMOTIONS (LONDON) LIMITED

NOTES TO THE ACCOUNTS

For the year ended 31 July 2013

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Going concern

The financial statements have been prepared on a going concern basis which assumes that the company will continue in operational existence for the foreseeable future.

The validity of this assumption depends on the company being able to trade profitably in the future and the continued support of the company's director who is also a shareholder. The financial statements do not include any adjustments that would result if the company continued to make losses and such support were withdrawn. If the company was unable to continue to trade, adjustments would have to be made to reduce the value of assets to their recoverable amounts, provide for further liabilities that may arise and to reclassify fixed assets and long term liabilities as current assets and liabilities. The shareholder and director has expressed their willingness to continue supporting the company for the foreseeable future and hence it is appropriate for the financial statements to be prepared on a going concern basis.

Turnover

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation less estimated residual value of each asset over its expected useful life, as follows:

Fixtures, fittings and equipment	20% straight line
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Deferred taxation

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse.

2 Tangible fixed assets

£

Cost

At 1 August 2012	11,472
At 31 July 2013	<u>11,472</u>

Depreciation

At 1 August 2012	10,445
Charge for the year	1,027
At 31 July 2013	<u>11,472</u>
Net book value	
At 31 July 2013	-
At 31 July 2012	<u>1,027</u>

3 Share capital	Nominal value	2013 Number	2013 £	2012 £
Allotted, called up and fully paid:				
Ordinary shares	£1 each	200	<u>200</u>	<u>200</u>

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