

roc

REGISTERED NUMBER: 06005501 (England and Wales)

**Abbreviated Accounts**

**for the Period 21 November 2006 to 31 March 2008**

**for**

**Direct Response Marketing Limited**



**Direct Response Marketing Limited**

**Contents of the Abbreviated Accounts**  
**for the Period 21 November 2006 to 31 March 2008**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Abbreviated Balance Sheet</b>	<b>2</b>
<b>Notes to the Abbreviated Accounts</b>	<b>3</b>

**Direct Response Marketing Limited**

**Company Information**

**for the Period 21 November 2006 to 31 March 2008**

**DIRECTORS:**

Mrs V Staples  
Mrs H E Hayton

**SECRETARY:**

Mrs V Staples

**REGISTERED OFFICE:**

Bank House  
Southwick Square  
Southwick  
West Sussex  
BN42 4FN

**REGISTERED NUMBER:**

06005501 (England and Wales)

**ACCOUNTANTS:**

Style and Silver  
Bank House  
Southwick Square  
Southwick  
West Sussex  
BN42 4FN

**Direct Response Marketing Limited**

**Abbreviated Balance Sheet**

**31 March 2008**

	£
<b>CURRENT ASSETS</b>	
Stocks	2,211
Debtors	51
Cash at bank	1,418
	<hr/>
	3,680
<b>CREDITORS</b>	
Amounts falling due within one year	17,381
	<hr/>
<b>NET CURRENT LIABILITIES</b>	(13,701)
	<hr/>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	(13,701)
	<hr/>
<b>CAPITAL AND RESERVES</b>	
Called up share capital	100
Profit and loss account	(13,801)
	<hr/>
<b>SHAREHOLDERS' FUNDS</b>	(13,701)
	<hr/>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the period ended 31 March 2008

The members have not required the company to obtain an audit of its financial statements for the period ended 31 March 2008 in accordance with Section 249B(2) of the Companies Act 1985

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 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 Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

The financial statements were approved by the Board of Directors on 11 September 2008 and were signed on its behalf by

x 

Mrs V Staples - Director

The notes form part of these abbreviated accounts

## **Direct Response Marketing Limited**

### **Notes to the Abbreviated Accounts** **for the Period 21 November 2006 to 31 March 2008**

#### **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 January 2005)

##### **Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax

##### **Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items

##### **Deferred tax**

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

#### **2 CALLED UP SHARE CAPITAL**

Authorised Number	Class	Nominal value	£
1,000	Ordinary	£1	<u>1,000</u>

Allotted, issued and fully paid Number	Class	Nominal value	£
100	Ordinary	£1	<u>100</u>

100 Ordinary shares of £1 each were allotted and fully paid for cash at par during the period