

**Registered Number 06005501**

**DIRECT RESPONSE MARKETING LIMITED**

**Abbreviated Accounts**

**31 March 2010**

## DIRECT RESPONSE MARKETING LIMITED

Registered Number 06005501

## Balance Sheet as at 31 March 2010

	Notes	2010 £	2009 £
<b>Current assets</b>			
Stocks		2,191	2,244
Debtors		68	70
Cash at bank and in hand		57	897
Total current assets		<u>2,316</u>	<u>3,211</u>
<b>Creditors: amounts falling due within one year</b>		(26,487)	(24,008)
Net current assets		(24,171)	(20,797)
Total assets less current liabilities		<u>(24,171)</u>	<u>(20,797)</u>
Total net Assets (liabilities)		(24,171)	(20,797)
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account		<u>(24,271)</u>	<u>(20,897)</u>
Shareholders funds		<u>(24,171)</u>	<u>(20,797)</u>

- a. For the year ending 31 March 2010 the company was entitled to exemption under section 477(2) of the Companies Act 2006.
- b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- c. The directors acknowledge their responsibility for:
  - i. ensuring the company keeps accounting records which comply with Section 386; and
  - ii. preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
- d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 24 December 2010

And signed on their behalf by:

H Hayton , Director

**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 1068 of the Companies Act 2006.**

**Notes to the abbreviated accounts**

For the year ending 31 March 2010

**1 Accounting policies**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standards for Small Entities (effective January 2005)

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items. Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

**Turnover**

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