

COMPANY REGISTRATION NUMBER 06396380

**AMAL MARKETING, PR & MEDIA LTD**  
**ABBREVIATED ACCOUNTS**  
**31 OCTOBER 2010**



**KAJAINÉ LIMITED**

Chartered Accountants  
1st Floor  
Alpine House Unit 2  
Honeypot Lane  
London  
NW9 9RX

# **AMAL MARKETING, PR & MEDIA LTD**

## **ABBREVIATED ACCOUNTS**

**YEAR ENDED 31 OCTOBER 2010**

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**AMAL MARKETING, PR & MEDIA LTD****ABBREVIATED BALANCE SHEET****31 OCTOBER 2010**

	Note	2010 £	2009 £
<b>FIXED ASSETS</b>	<b>2</b>		
Intangible assets		14,000	16,000
Tangible assets		<u>3,351</u>	<u>2,812</u>
		<b>17,351</b>	<b>18,812</b>
<b>CURRENT ASSETS</b>			
Debtors		71,334	70,225
Cash at bank and in hand		<u>11,080</u>	<u>11,146</u>
		<b>82,414</b>	<b>81,371</b>
<b>CREDITORS: Amounts falling due within one year</b>		<u>89,856</u>	<u>74,257</u>
<b>NET CURRENT (LIABILITIES)/ASSETS</b>		<b>(7,442)</b>	<b>7,114</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u><b>9,909</b></u>	<u><b>25,926</b></u>
<b>CAPITAL AND RESERVES</b>			
Called-up equity share capital	3	100	100
Profit and loss account		<u>9,809</u>	<u>25,826</u>
<b>SHAREHOLDERS' FUNDS</b>		<u><b>9,909</b></u>	<u><b>25,926</b></u>

The director is satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The director acknowledges her responsibility for

- (i) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
- (ii) preparing financial statements 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 Act relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved and signed by the director and authorised for issue on 31 May 2011

  
MRS A TANTAWY

**Company Registration Number: 06396380**

**The notes on pages 2 to 3 form part of these abbreviated accounts.**

## **AMAL MARKETING, PR & MEDIA LTD**

### **NOTES TO THE ABBREVIATED ACCOUNTS**

#### **YEAR ENDED 31 OCTOBER 2010**

##### **1. ACCOUNTING POLICIES**

###### **Basis of accounting**

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**

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax

In respect of long-term contracts and contracts for on-going services, turnover represents the value of work done in the year, including estimates of amounts not invoiced. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion.

###### **Amortisation**

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Goodwill - over 10 years

###### **Fixed assets**

All fixed assets are initially recorded at cost.

###### **Depreciation**

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Fixtures & fittings - 25% per annum on reducing balance

###### **Financial instruments**

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

**AMAL MARKETING, PR & MEDIA LTD****NOTES TO THE ABBREVIATED ACCOUNTS****YEAR ENDED 31 OCTOBER 2010****2. FIXED ASSETS**

	<b>Intangible Assets £</b>	<b>Tangible Assets £</b>	<b>Total £</b>
<b>COST</b>			
At 1 November 2009	<b>20,000</b>	<b>5,000</b>	<b>25,000</b>
Additions	<b>—</b>	<b>1,656</b>	<b>1,656</b>
<b>At 31 October 2010</b>	<b><u>20,000</u></b>	<b><u>6,656</u></b>	<b><u>26,656</u></b>
<b>DEPRECIATION</b>			
At 1 November 2009	<b>4,000</b>	<b>2,188</b>	<b>6,188</b>
Charge for year	<b>2,000</b>	<b>1,117</b>	<b>3,117</b>
<b>At 31 October 2010</b>	<b><u>6,000</u></b>	<b><u>3,305</u></b>	<b><u>9,305</u></b>
<b>NET BOOK VALUE</b>			
<b>At 31 October 2010</b>	<b><u>14,000</u></b>	<b><u>3,351</u></b>	<b><u>17,351</u></b>
At 31 October 2009	<b><u>16,000</u></b>	<b><u>2,812</u></b>	<b><u>18,812</u></b>

**3. SHARE CAPITAL****Authorised share capital:**

	<b>2010 £</b>	<b>2009 £</b>
1,000 Ordinary shares of £1 each	<b><u>1,000</u></b>	<b><u>1,000</u></b>

**Allotted, called up and fully paid:**

	<b>2010 No</b>	<b>£</b>	<b>2009 No</b>	<b>£</b>
100 Ordinary shares of £1 each	<b><u>100</u></b>	<b><u>100</u></b>	<b><u>100</u></b>	<b><u>100</u></b>