

REGISTERED NUMBER
06602154
ENGLAND AND WALES

TRULY MADLY BABY LIMITED
ABBREVIATED ACCOUNTS
31ST MARCH 2009

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TRULY MADLY BABY LIMITED**ABBREVIATED BALANCE SHEET****31ST MARCH 2009**

	Notes	£	£
FIXED ASSETS			
Tangible assets	2		76,202
Intangible assets	3		28,000
			<hr/>
			104,202
CURRENT ASSETS			
Stock		125,549	
Debtors		20,425	
		<hr/>	
		145,974	
CREDITORS – amounts falling due within one year	4	286,015	
		<hr/>	
NET CURRENT LIABILITIES			(140,041)
			<hr/>
			(35,839)
CREDITORS – amounts falling due after more than one year	4		21,024
			<hr/>
			(56,863)
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CAPITAL AND RESERVES			
Called up share capital	5		99
Profit and loss account			(56,962)
			<hr/>
			(56,863)
			<hr/>

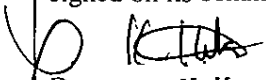
For the period ended 31st March 2009 the company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985

The directors have confirmed that no notice has been deposited under Section 249B(2) of the Companies Act 1985

The directors acknowledge their responsibility for ensuring that the company keeps accounting records which comply with Section 221 of the Act, and for preparing accounts which give a true and fair view of the state of affairs of the company as at 31st March 2009 and of its loss for the period then ended and comply with the requirements of the Act relating to accounts, so far as applicable to the company

The 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 on pages 3 to 6 were approved by the Board of Directors on 15th March 2010 and were signed on its behalf by


Director – K. Kitson

TRULY MADLY BABY LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

PERIOD ENDED 31ST MARCH 2009

1. ACCOUNTING POLICIES

Basis of accounting

The accounts have been prepared under the historical cost convention, on a going concern basis and in accordance with applicable accounting standards

Cash flow

The accounts do not include a cash flow statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under Financial Reporting Standard 1 'Cash flow statements'

Tangible fixed assets

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

Website development	-	20% straight line (commencing 1st April 2009)
Computer equipment	-	25% straight line
Fixtures and fittings	-	15% reducing balance

Intangible fixed assets

Intangible fixed assets relate to goodwill which is to be written off over ten years, commencing 1st April 2009, the period during which the directors estimate that benefits may reasonably be expected to accrue as a result of this acquisition

Turnover

Turnover represents the sales value of goods despatched during the period, exclusive of value added tax

Deferred taxation

Deferred tax is recognised on all timing differences which have originated, but not reversed, at the balance sheet date. Timing differences represent accumulated differences between the company's taxable profit and its financial profit and arise primarily from the difference between accelerated capital allowances and depreciation. Deferred tax liabilities and assets are not discounted

TRULY MADLY BABY LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (Continued) PERIOD ENDED 31ST MARCH 2009

2. TANGIBLE FIXED ASSETS				
	Total £	Fixtures & fittings £	Computer equipment £	Website development £
COST				
Additions during the period and cost at 31st March 2009	78,264	2,140	6,965	69,159
DEPRECIATION				
Charge for the period and at 31st March 2009	2,062	321	1,741	-
NET BOOK VALUE				
At 31st March 2009	76,202	1,819	5,224	69,159
3. INTANGIBLE FIXED ASSETS				£
GOODWILL				
COST				
Addition during the period and at 31st March 2009				28,000
AMORTISATION				
Charge for the period and at 31st March 2009				-
NET BOOK VALUE				
At 31st March 2009				28,000
4. CREDITORS				
Creditors include an amount of £212,287 due to Atticrose Limited, a company owned by the directors of this company (See note 6)				
Creditors also include a secured bank loan, the aggregate total of which amounts to £35,041, which is repayable in monthly instalments of £1,407 and is repayable within three years				
5. CALLED UP SHARE CAPITAL				£
Authorised 1,000 ordinary shares of £1 each				1,000
Allotted, called up and fully paid 99 ordinary shares of £1 each				99
During the period, 99 ordinary shares of £1 each have been allotted and fully paid at par				

TRULY MADLY BABY LIMITED**NOTES TO THE ABBREVIATED ACCOUNTS (Continued) PERIOD ENDED 31ST MARCH 2009****6. DIRECTORS INTEREST IN TRANSACTIONS**

During the period the company entered into normal commercial terms with Atticrose Limited, a company owned by the directors of this company, as follows

	£
Purchases	12,839
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7. ULTIMATE CONTROLLING PARTY

There is no ultimate controlling party

8. GOING CONCERN

The accounts have been prepared on a going concern basis on the assumption that there will be continued support from the company's creditors and anticipated future profits