

White Label Marketing Limited

Unaudited Abbreviated Accounts

for the Year Ended 31 March 2014

McParland Williams Limited
Accountants and Tax Practitioners
13 Liverpool Road North
Maghull
Merseyside
L31 2HB

White Label Marketing Limited

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White Label Marketing Limited
(Registration number: 06863717)
Abbreviated Balance Sheet at 31 March 2014

	Note	2014 £	2013 £
Fixed assets			
Intangible fixed assets		2,000	2,250
Tangible fixed assets		<u>337</u>	<u>184</u>
		<u>2,337</u>	<u>2,434</u>
Current assets			
Debtors		15,503	5,554
Cash at bank and in hand		<u>8,211</u>	<u>5,196</u>
		23,714	10,750
Creditors: Amounts falling due within one year		<u>(53,024)</u>	<u>(57,127)</u>
Net current liabilities		<u>(29,310)</u>	<u>(46,377)</u>
Net liabilities		<u>(26,973)</u>	<u>(43,943)</u>
Capital and reserves			
Called up share capital	<u>3</u>	100	100
Profit and loss account		<u>(27,073)</u>	<u>(44,043)</u>
Shareholders' deficit		<u>(26,973)</u>	<u>(43,943)</u>

For the year ending 31 March 2014 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime .

Approved by the Board on 28 June 2014 and signed on its behalf by:

.....
Mr James Keith Robinson
Director

The notes on pages 2 to 3 form an integral part of these financial statements.

White Label Marketing Limited
Notes to the Abbreviated Accounts for the Year Ended 31 March 2014
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1 Accounting policies

Basis of preparation

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (Effective April 2008).

Turnover

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers.

Goodwill

Positive goodwill is capitalised, classified as an asset on the balance sheet and amortised on a straight line basis over its useful economic life. It is reviewed for impairment at the end of the first full financial year following the acquisition and in other periods if events or changes in circumstances indicate that the carrying value may not be recoverable.

Amortisation

Amortisation is provided on intangible fixed assets so as to write off the cost, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Amortisation method and rate
Goodwill	Straight line over 10 years

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Fixtures, fittings and equipment	25% reducing balance

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as 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. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

White Label Marketing Limited
Notes to the Abbreviated Accounts for the Year Ended 31 March 2014
..... continued

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 April 2013	2,500	583	3,083
Additions	-	266	266
At 31 March 2014	<u>2,500</u>	<u>849</u>	<u>3,349</u>
Depreciation			
At 1 April 2013	250	399	649
Charge for the year	<u>250</u>	<u>113</u>	<u>363</u>
At 31 March 2014	<u>500</u>	<u>512</u>	<u>1,012</u>
Net book value			
At 31 March 2014	<u><u>2,000</u></u>	<u><u>337</u></u>	<u><u>2,337</u></u>
At 31 March 2013	<u><u>2,250</u></u>	<u><u>184</u></u>	<u><u>2,434</u></u>

3 Share capital

Allotted, called up and fully paid shares

	2014		2013	
	No.	£	No.	£
Ordinary of £1 each	100	100	100	100
	<u><u> </u></u>	<u><u> </u></u>	<u><u> </u></u>	<u><u> </u></u>

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 1072 of the Companies Act 2006.