

DIRECT ONLINE SALES LTD

**Company Registration Number:
07315121 (England and Wales)**

Abbreviated (Unaudited) Accounts

Period of accounts

Start date: 15th July 2010

End date: 31st July 2011

SUBMITTED

DIRECT ONLINE SALES LTD

Company Information for the Period Ended 31st July 2011

Director:	Mary Simpson James Simpson
Company secretary:	Mary Simpson
Registered office:	Unit 217 5 High Street Maidenhead SL6 1JN GBR
Company Registration Number:	07315121 (England and Wales)

DIRECT ONLINE SALES LTD

Abbreviated Balance sheet As at 31st July 2011

	Notes	2011 £	£
Fixed assets			
Tangible assets:	7	392	-
Total fixed assets:		<u>392</u>	<u>-</u>
Current assets			
Stocks:		450	-
Cash at bank and in hand:		3,467	-
Total current assets:		<u>3,917</u>	<u>-</u>
Creditors			
Creditors: amounts falling due within one year	9	1,187	-
Net current assets (liabilities):		<u>2,730</u>	<u>-</u>
Total assets less current liabilities:		3,122	-
Provision for liabilities:	10	578	-
Total net assets (liabilities):		<u><u>2,544</u></u>	<u><u>-</u></u>

The notes form part of these financial statements

DIRECT ONLINE SALES LTD

Abbreviated Balance sheet As at 31st July 2011 continued

	Notes	2011 £	£
Capital and reserves			
Called up share capital:	11	933	-
Profit and Loss account:		1,611	-
Total shareholders funds:		<u>2,544</u>	<u>-</u>

For the year ending 31 July 2011 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 and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

The financial statements were approved by the Board of Directors on 31 March 2012

SIGNED ON BEHALF OF THE BOARD BY:

Name: Mary Simpson
Status: Director

The notes form part of these financial statements

DIRECT ONLINE SALES LTD

Notes to the Abbreviated Accounts for the Period Ended 31st July 2011

1. Accounting policies

Basis of measurement and preparation of accounts

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain fixed assets and in accordance with the Financial Reporting Standard for Smaller Entities (Effective April 2008)

Turnover policy

The turnover shown in the profit and loss account represents revenue recognised by the company in respect of goods and services supplied during the period, exclusive of Value Added Tax and trade discounts.

Tangible fixed assets depreciation policy

Depreciation is provided, to write off each asset over its estimated useful life. Computers and software, office equipment is set at 15% on cost. Fixtures & fitting at 10% on cost.

Intangible fixed assets amortisation policy

Intangible fixed assets (including purchased goodwill and patents) are amortised at rates calculated to write off the assets on a straight basis over their estimated useful economic lives, not to exceed twenty years. Impairment of intangible assets is only reviewed where circumstances indicate that the carrying value of an asset may not be fully recoverable.

Valuation information and policy

Stocks and work -in-progress are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items. Cost includes all direct expenditure and an appropriate proportion of fixed and variable overheads.

DIRECT ONLINE SALES LTD

Notes to the Abbreviated Accounts for the Period Ended 31st July 2011

7. Tangible assets

	Total
Cost	£
At 15th July 2010:	353
Additions:	108
At 31st July 2011:	461
Depreciation	
Charge for year:	69
At 31st July 2011:	69
Net book value	
At 31st July 2011:	392

Valuation including laptop, printer & other office equipment.

DIRECT ONLINE SALES LTD

Notes to the Abbreviated Accounts for the Period Ended 31st July 2011

9. Creditors: amounts falling due within one year

	2011	
	£	£
Trade creditors:	322	-
Taxation and social security:	865	-
Total:	<u>1,187</u>	<u>-</u>

DIRECT ONLINE SALES LTD

Notes to the Abbreviated Accounts for the Period Ended 31st July 2011

11. Called up share capital

Allotted, called up and paid

Current period			2011
Class	Number of shares	Nominal value per share	Total
Ordinary shares:	933	1.00	933
Total share capital:			<u>933</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.