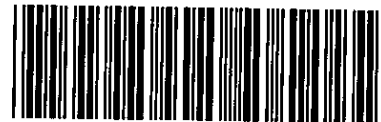


Company Registration No 07315121 (England and Wales)

DIRECT ONLINE SALES LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2012

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DIRECT ONLINE SALES LIMITED

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DIRECT ONLINE SALES LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 JULY 2012

Notes	2012		2011	
	£	£	£	£
Current assets				
Stocks	450		450	
Debtors	986		278	
Cash at bank and in hand	5,699		3,509	
	<u>7,135</u>		<u>4,237</u>	
Creditors amounts falling due within one year	<u>(4,402)</u>		<u>(2,223)</u>	
Total assets less current liabilities		<u>2,733</u>		<u>2,014</u>
Capital and reserves				
Called up share capital	2	10		10
Profit and loss account		<u>2,723</u>		<u>2,004</u>
Shareholders' funds		<u>2,733</u>		<u>2,014</u>

For the financial year ended 31 July 2012 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for 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 sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the Board for issue on 13 August 2012



Mrs M Simpson
Director

Company Registration No 07315121

DIRECT ONLINE SALES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 JULY 2012

1 Accounting policies

1 1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1 2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

1 3 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

2 Share capital

	2012	2011
	£	£
Allotted, called up and fully paid		
10 Ordinary shares of £1 each	10	10