

Company Registration No. 07315121 (England and Wales)

**DIRECT ONLINE SALES LIMITED**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 JULY 2013**

# DIRECT ONLINE SALES LIMITED

## ABBREVIATED BALANCE SHEET

AS AT 31 JULY 2013

	Notes	2013 £	£	2012 £	£
<b>Current assets</b>					
Stocks		-		450	
Debtors		1,167		986	
Cash at bank and in hand		805		5,699	
		1,972		7,135	
<b>Creditors: amounts falling due within one year</b>		(2,297)		(4,402)	
<b>Total assets less current liabilities</b>			(325)		2,733
<b>Capital and reserves</b>					
Called up share capital	2		10		10
Profit and loss account			(335)		2,723
<b>Shareholders' funds</b>			(325)		2,733

For the financial year ended 31 July 2013 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board for issue on 23 April 2014

Mrs M Simpson  
**Director**

**Company Registration No. 07315121**

# DIRECT ONLINE SALES LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 JULY 2013

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### 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

	2013	2012
	£	£
<b>Allotted, called up and fully paid</b>		
10 Ordinary shares of £1 each	10	10

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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.