

Registered Number 07351077

SERENDIPITY ONLINE MARKETING LIMITED

Abbreviated Accounts

31 August 2012

Abbreviated Balance Sheet as at 31 August 2012

	Notes	2012 £	2011 £
Fixed assets			
Tangible assets	2	2,779	1,782
		<u>2,779</u>	<u>1,782</u>
Current assets			
Debtors		21,188	14,434
Cash at bank and in hand		2,737	6,065
		<u>23,925</u>	<u>20,499</u>
Creditors: amounts falling due within one year		(26,393)	(18,617)
Net current assets (liabilities)		<u>(2,468)</u>	<u>1,882</u>
Total assets less current liabilities		<u>311</u>	<u>3,664</u>
Total net assets (liabilities)		<u>311</u>	<u>3,664</u>
Capital and reserves			
Called up share capital	3	100	100
Profit and loss account		211	3,564
Shareholders' funds		<u>311</u>	<u>3,664</u>

- For the year ending 31 August 2012 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 19 February 2013

And signed on their behalf by:

Mr G Baylis, Director

Notes to the Abbreviated Accounts for the period ended 31 August 2012**1 Accounting Policies****Basis of measurement and preparation of accounts**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective April 2008.

Turnover policy

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

Tangible assets depreciation policy

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Plant and machinery 25% reducing balance

Other accounting policies**Deferred taxation**

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse.

Foreign currencies

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the profit and loss account.

2 Tangible fixed assets

	£
Cost	
At 1 September 2011	2,375
Additions	1,924
Disposals	-
Revaluations	-
Transfers	-
At 31 August 2012	<u>4,299</u>
Depreciation	
At 1 September 2011	593
Charge for the year	927
On disposals	-
At 31 August 2012	<u>1,520</u>
Net book values	
At 31 August 2012	<u>2,779</u>
At 31 August 2011	<u>1,782</u>

3 Called Up Share Capital

Allotted, called up and fully paid:

2012 2011

	£	£
100 Ordinary shares shares of £1 each	100	100

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