

Registered number
07351077

Serendipity Online Marketing Ltd

Abbreviated Accounts

31 August 2013

Serendipity Online Marketing Ltd**Registered number:** 07351077**Abbreviated Balance Sheet****as at 31 August 2013**

	Notes	2013 £	2012 £
Fixed assets			
Tangible assets	2	2,083	2,779
Current assets			
Debtors		19,342	21,188
Cash at bank and in hand		743	2,737
		<u>20,085</u>	<u>23,925</u>
Creditors: amounts falling due within one year		(20,732)	(26,393)
Net current liabilities		<u>(647)</u>	<u>(2,468)</u>
Net assets		<u>1,436</u>	<u>311</u>
Capital and reserves			
Called up share capital	3	100	100
Profit and loss account		1,336	211
Shareholders' funds		<u>1,436</u>	<u>311</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

Members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

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

Mr G J R Baylis

Director

Approved by the board on 14 February 2014

Serendipity Online Marketing Ltd
Notes to the Abbreviated Accounts
for the year ended 31 August 2013

1 Accounting policies

Basis of preparation

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

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.

Depreciation

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
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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 2012	4,299
At 31 August 2013	<u>4,299</u>

Depreciation

At 1 September 2012	1,520
Charge for the year	696
At 31 August 2013	<u>2,216</u>

Net book value

At 31 August 2013	<u>2,083</u>
At 31 August 2012	<u>2,779</u>

3 Share capital

Nominal

2013

2013

2012

	value	Number	£	£
Allotted, called up and fully paid:				
Ordinary shares	£1 each	100	<u>100</u>	<u>100</u>

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