

Abbreviated Unaudited Accounts for the Year Ended 31 July 2016

for

100 Percent Direct Marketing Limited

**Contents of the Abbreviated Accounts
for the Year Ended 31 July 2016**

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	3

100 Percent Direct Marketing Limited

**Company Information
for the Year Ended 31 July 2016**

DIRECTORS: M A Howe
Mrs H A Howe

SECRETARY: Mrs H A Howe

REGISTERED OFFICE: 1 Golden Court
Richmond
Surrey
TW9 1EU

REGISTERED NUMBER: 07310409 (England and Wales)

ACCOUNTANTS: THC Accountancy Services Ltd
1 Golden Court
Richmond
Surrey
TW9 1EU

100 Percent Direct Marketing Limited (Registered number: 07310409)

**Abbreviated Balance Sheet
31 July 2016**

	Notes	2016		2015	
		£	£	£	£
FIXED ASSETS					
Tangible assets	2		711		948
CURRENT ASSETS					
Debtors		27,481		28,672	
Cash at bank		<u>2</u>		<u>-</u>	
		27,483		28,672	
CREDITORS					
Amounts falling due within one year		<u>28,052</u>		<u>29,520</u>	
NET CURRENT LIABILITIES			<u>(569)</u>		<u>(848)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>142</u>		<u>100</u>
CAPITAL AND RESERVES					
Called up share capital	3		100		100
Profit and loss account			<u>42</u>		<u>-</u>
SHAREHOLDERS' FUNDS			<u>142</u>		<u>100</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2016 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each 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 financial statements, so far as applicable to the company.
- (b)

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 19 April 2017 and were signed on its behalf by:

M A Howe - Director

Notes to the Abbreviated Accounts
for the Year Ended 31 July 2016

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

2. TANGIBLE FIXED ASSETS

COST

At 1 August 2015
and 31 July 2016

Total
£

1,166

DEPRECIATION

At 1 August 2015

218

Charge for year

237

At 31 July 2016

455

NET BOOK VALUE

At 31 July 2016

711

At 31 July 2015

948

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2016 £	2015 £
100	Ordinary	1	<u>100</u>	<u>100</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.