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Company Registration No 03602721 (England and Wales)



CREATIVITY ENTHUSIASM ENERGY VISION

BLISS SALES LIMITED
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2012



BLISS SALES LIMITED

COMPANY INFORMATION

Directors	P McMahon K Soper C Sullivan
Secretary	S Braviner-Roman
Company number	03602721
Registered office	9 Holyrood Street London SE1 2EL
Auditors	H W Fisher & Company Acrt House 11-15 William Road London NW1 3ER

BLISS SALES LIMITED

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BLISS SALES LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 MARCH 2012

The directors present their report and financial statements for the year ended 31 March 2012

Principal activities

The principal activity of the company continues to be that of trading operations for Bliss - the National Charity for the Newborn

Directors

The directors who served during the year were

I Gowan

(Retired 21 March 2012)

P McMahon

K. Soper and C. Sullivan were appointed as directors on 20th June 2012

Disclosure of information to auditors

Each of the directors has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditors are unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditors are aware of such information

Auditors

H W Fisher & Company were appointed auditors to the company and, in accordance with section 485 of the Companies Act 2006, a resolution proposing that they be re-appointed will be put to the members

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006

On behalf of the Board



P McMahon

Director

Dated

19 September 2012

BLISS SALES LIMITED

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period.

In preparing these financial statements, the directors are required to

- Select suitable accounting policies and then apply them consistently
- Make judgements and accounting estimates that are reasonable and prudent
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

BLISS SALES LIMITED

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF BLISS SALES LIMITED

We have audited the financial statements of Bliss Sales Limited for the year ended 31 March 2012 set out on pages 4 to 8. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Directors and auditors

As explained more fully in the Directors' Responsibilities Statement on page 2, the Directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the Directors and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements

- Give a true and fair view of the state of the company's affairs as at 31 March 2012 and of its profit for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit

Sailesh Mehta (Senior Statutory Auditor)
for and on behalf of H W Fisher & Company

Chartered Accountants

Statutory Auditor

Acre House
11-15 William Road
London
NW1 3EB

Dated

8 October 2012

BLISS SALES LIMITED

PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2012

		2012	2011
	Notes	£	as restated £
Turnover	2	301,551	396,979
Cost of sales		(97,243)	(92,408)
Gross profit		204,308	304,571
Administrative expenses		(204,308)	(304,571)
Loss on ordinary activities before taxation	3	-	-
Tax on loss on ordinary activities		-	-
Loss for the year		-	-

The profit and loss account has been prepared on the basis that all operations are continuing operations

There are no recognised gains and losses other than those passing through the profit and loss account

BLISS SALES LIMITED**BALANCE SHEET****AS AT 31 MARCH 2012**

	Notes	2012 £	£	2011 £	£
Current assets					
Stocks	5	5,966		8,250	
Debtors	6	184,983		188,891	
Cash at bank and in hand		5,914		178,898	
		<u>196,863</u>		<u>376,039</u>	
Creditors amounts falling due within one year	7	<u>(206,631)</u>		<u>(385,807)</u>	
Total assets less current liabilities			<u>(9,768)</u>		<u>(9,768)</u>
Capital and reserves					
Called up share capital	8		1		1
Profit and loss account	9		(9,769)		(9,769)
Shareholders' funds	10		<u>(9,768)</u>		<u>(9,768)</u>

Approved by the Board and authorised for issue on

19 September 2012P McMahon
Director

BLISS SALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2012

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention

The company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small company

1.2 Compliance with accounting standards

The financial statements have been prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

1.3 Revenue recognition

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

1.4 Stock

Stock is valued at the lower of cost and net realisable value. Cost includes all direct costs incurred in bringing the stocks to their present location and condition

Net realisable value is based on estimated selling price less further costs expected to be incurred to completion and disposal

1.5 Deferred taxation

Deferred tax is provided in full on timing differences which result in an obligation at the balance sheet date to pay more tax, or a right to pay less tax, at a future date, at rates expected to apply when they crystallise based on current tax rates and law. Timing differences arise from the inclusion of items of income and expenditure in taxation computations in periods different from those in which they are included in the accounts. Deferred tax is not provided on timing differences arising from the revaluation of fixed assets where there is no commitment to sell the assets. Deferred tax assets are recognised to the extent that it is regarded as more likely than not that they will be recovered. Deferred tax assets and liabilities are not discounted

2 Turnover

The total turnover of the company for the year has been derived from its principal activity wholly undertaken in the United Kingdom

3 Operating profit/(loss)

	2012	2011
	£	£
Operating profit is stated after charging:		
Gift aid payable to Bliss	159,645	264,291
Auditors' remuneration (including expenses and benefits in kind)	1,000	1,000

4 Employees

Number of employees

There were no employees during the year

BLISS SALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012

5	Stocks	2012	2011
		£	£
	Finished goods and goods for resale	5,966	8,250
6	Debtors	2012	2011
		£	£
	Trade debtors	184,983	188,891
7	Creditors amounts falling due within one year	2012	2011
		£	£
	Trade creditors	8,692	-
	Amounts owed to group undertakings	176,640	347,976
	Taxes - VAT	15,049	16,831
	Accruals and deferred income	6,250	21,000
		206,631	385,807
8	Share capital	2012	2011
		£	£
	Allotted, called up and fully paid		
	1 Ordinary shares of £1 each	1	1
9	Statement of movements on profit and loss account		Profit and loss account
			£
	Balance at 1 April 2011		(9,769)
	Balance at 31 March 2012		(9,769)

BLISS SALES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2012

10	Reconciliation of movements in shareholders' funds	2012	2011
		£	£
	Loss for the financial year	-	-
	Opening shareholders' funds	(9,768)	(9,768)
	Closing shareholders' funds	(9,768)	(9,768)

11 Related party transactions

The company has taken advantage of the exemption available in FRS 8 "Related party disclosures" whereby it has not disclosed transactions with any wholly owned subsidiary undertaking