

Company Registration No 3687321 (England and Wales)

**REGISTRAR'S
COPY**

THE PROMOTIONS FACTORY LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011

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THE PROMOTIONS FACTORY LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 MARCH 2011

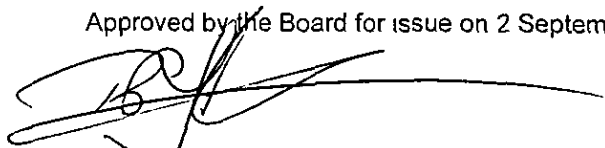
	Notes	2011 £	£	2010 £	£
Fixed assets					
Tangible assets	2	113,585		118,838	
Investments	2	50,000		-	
		<u>163,585</u>		<u>118,838</u>	
Current assets					
Debtors		440,169		208,448	
Cash at bank and in hand		1,998,209		1,848,581	
		<u>2,438,378</u>		<u>2,057,029</u>	
Creditors' amounts falling due within one year		<u>(695,814)</u>		<u>(659,384)</u>	
Net current assets		<u>1,742,564</u>		<u>1,397,645</u>	
Total assets less current liabilities		<u>1,906,149</u>		<u>1,516,483</u>	
Capital and reserves					
Called up share capital	3	100		100	
Profit and loss account		1,906,049		1,516,383	
Shareholders' funds		<u>1,906,149</u>		<u>1,516,483</u>	

For the financial year ended 31 March 2011 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the 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 accounts, so far as applicable to the company.

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

Approved by the Board for issue on 2 September 2011



R Jaffe
Director

Company Registration No 3687321

THE PROMOTIONS FACTORY LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2011

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 Turnover

Turnover represents fees receivable for services net of VAT

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Land and buildings Leasehold	Straight line over 20 years
Computers and office equipment	Straight line over 3 years
Fixtures and fittings	20% per annum on net book value

1.4 Investments

Fixed asset investments are stated at cost less provision for diminution in value

1.5 Foreign currency translation

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

2 Fixed assets

	Tangible assets	Investments	Total
	£	£	£
Cost			
At 1 April 2010	255,383	-	255,383
Additions	33,798	50,000	83,798
At 31 March 2011	289,181	50,000	339,181
Depreciation			
At 1 April 2010	136,545	-	136,545
Charge for the year	39,051	-	39,051
At 31 March 2011	175,596	-	175,596
Net book value			
At 31 March 2011	113,585	50,000	163,585
At 31 March 2010	118,838	-	118,838

THE PROMOTIONS FACTORY LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2011

3	Share capital	2011 £	2010 £
	Allotted, called up and fully paid		
	100 Ordinary shares of £1 each	100	100
		<u>100</u>	<u>100</u>

4 Control

The company is controlled by R Jaffe