

Company Number: 3856607

VIRTUAL BRAND PLANNING LIMITED

Abbreviated Financial Statements

for the year ended 31st October 2001



VIRTUAL BRAND PLANNING LIMITED

Abbreviated Balance Sheet

as at 31st October 2001

	Notes	2001 £	2001 £	2000 £	2000 £
Fixed Assets					
Tangible fixed assets	2		4,873		1,798
Current Assets					
Stocks		13,496		-	
Debtors		47,039		22,370	
Cash at bank		152,756		47,703	
		213,291		70,073	
Creditors:					
Amounts falling due within one year		(119,149)		(30,475)	
Net Current Assets			94,142		39,598
Total Assets Less Current Liabilities			99,015		41,396
Capital and Reserves					
Share capital	3		1		1
Profit and loss account			99,014		41,395
Equity Shareholders' Funds			99,015		41,396

In the director's opinion the company was entitled under Section 249A(1) of the Companies Act 1985 to exemption from the audit of its financial statements for the year ended 31st October 2001. No notice from members requiring an audit has been deposited under Section 249B(2) of the Companies Act 1985 in relation to its financial statements for the financial year.

The director acknowledges her responsibilities for ensuring that the company keeps accounting records which comply with section 221 of the Companies Act 1985 as well as for preparing financial statements which give a true and fair view of the state of the affairs of the company as at 31st October 2001 and of its profit for the year then ended in accordance with the requirements of that Act relating to financial statements, so far as applicable to the company.

The accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The accounts were approved by the director on 24th July 2002.



Ms K. L. Holloway
Director

VIRTUAL BRAND PLANNING LIMITED

Notes to the Abbreviated Accounts

for the year ended 31st October 2001

1 Principal Accounting Policies

Accounting Convention

The Financial Statements have been prepared in accordance with applicable Accounting Standards under the historical cost convention.

Turnover

Turnover is the total amount receivable by the company for services provided, excluding VAT.

Depreciation

Depreciation is calculated to write down the cost, less estimated residual value, of all tangible fixed assets over their expected useful lives. The rates generally applicable are:

Office Equipment	20% reducing balance
------------------	----------------------

Stocks

Work in progress is valued on the basis of direct costs plus attributable overheads based on normal level of activity. Provision is made for any foreseeable losses where appropriate. No element of profit is included in the valuation of work in progress.

Contribution to Pension Funds

The pension costs charged against profits represent the amount of the contributions payable to the scheme in respect of the accounting year.

2 Fixed Assets

	Tangible Fixed Assets £
Cost	
At 1st November 2000	2,248
Additions	4,294
At 31st October 2001	<u>6,542</u>
Depreciation	
At 1st November 2000	450
Provided for year	1,219
At 31st October 2001	<u>1,669</u>
Net Book Value	
At 31st October 2001	<u>4,873</u>
At 31st October 2000	<u>1,798</u>

VIRTUAL BRAND PLANNING LIMITED

Notes to the Abbreviated Accounts

for the year ended 31st October 2001

3 Share Capital

Authorised	Number	£
Ordinary shares of £1 each	1,000	1,000
Allotted and fully paid	Number	£
Ordinary shares of £1 each	1	1