

Company Registration No. 3856607 (England and Wales)

VIRTUAL BRAND PLANNING LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 OCTOBER 2004



VIRTUAL BRAND PLANNING LIMITED

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VIRTUAL BRAND PLANNING LIMITED

ABBREVIATED BALANCE SHEET AS AT 31 OCTOBER 2004

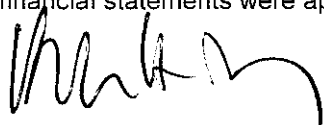
	Notes	2004 £	£	2003 £	£
Fixed assets					
Tangible assets	2		8,541		5,058
Current assets					
Stocks		4,200		3,250	
Debtors		78,610		42,564	
Cash at bank and in hand		304,084		216,956	
		<u>386,894</u>		<u>262,770</u>	
Creditors: amounts falling due within one year		<u>(59,808)</u>		<u>(41,203)</u>	
Net current assets			<u>327,086</u>		<u>221,567</u>
Total assets less current liabilities			<u><u>335,627</u></u>		<u><u>226,625</u></u>
Capital and reserves					
Called up share capital	3		1		1
Profit and loss account			<u>335,626</u>		<u>226,624</u>
Shareholders' funds			<u><u>335,627</u></u>		<u><u>226,625</u></u>

In preparing these abbreviated accounts:

- The director is of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985;
- No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- The director acknowledges her responsibilities for:
 - ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and
 - preparing accounts 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 Section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company.

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

The financial statements were approved by the Board on 17 June 2005



K L Holloway
Director

VIRTUAL BRAND PLANNING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 OCTOBER 2004

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 June 2002).

1.2 Turnover

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

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:

Fixtures, fittings & equipment 20% Reducing balance

2 Fixed assets

	Tangible assets £
Cost	
At 1 November 2003	9,127
Additions	5,823
At 31 October 2004	<u>14,950</u>
Depreciation	
At 1 November 2003	4,069
Charge for the year	2,340
At 31 October 2004	<u>6,409</u>
Net book value	
At 31 October 2004	<u>8,541</u>
At 31 October 2003	<u>5,058</u>

3 Share capital

	2004 £	2003 £
Authorised		
100,000 Ordinary shares of 1p each	<u>1,000</u>	<u>1,000</u>
Allotted, called up and fully paid		
100 Ordinary shares of 1p each	<u>1</u>	<u>1</u>