

Company Registration No. 3856607 (England and Wales)

VIRTUAL BRAND PLANNING LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 OCTOBER 2005



VIRTUAL BRAND PLANNING LIMITED

CONTENTS

	Page
Abbreviated balance sheet	1
Notes to the abbreviated accounts	2 - 3

VIRTUAL BRAND PLANNING LIMITED

ABBREVIATED BALANCE SHEET AS AT 31 OCTOBER 2005

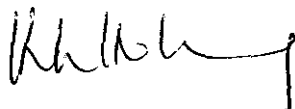
		2005		2004 as restated	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	2		6,744		8,541
Current assets					
Debtors		160,450		86,110	
Cash at bank and in hand		456,538		304,084	
		<u>616,988</u>		<u>390,194</u>	
Creditors: amounts falling due within one year		<u>(96,009)</u>		<u>(60,889)</u>	
Net current assets			520,979		329,305
Total assets less current liabilities			<u>527,723</u>		<u>337,846</u>
Capital and reserves					
Called up share capital	3		1		1
Profit and loss account			527,722		337,845
Shareholders' funds			<u>527,723</u>		<u>337,846</u>

In preparing these abbreviated accounts:

- (a) 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;
- (b) No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- (c) The director acknowledges her responsibilities for:
 - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and
 - (ii) 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 5 April 2006



K L Holloway
Director

VIRTUAL BRAND PLANNING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 OCTOBER 2005

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 Compliance with accounting standards

The financial statements are prepared in accordance with applicable accounting standards, which have been applied consistently (except as otherwise stated).

1.3 Turnover

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

1.4 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:

Computer equipment	3 years straight line
Fixtures, fittings & equipment	20% Reducing balance

2 Fixed assets

	Tangible assets £
Cost	
At 1 November 2004	14,950
Additions	195
At 31 October 2005	15,145
Depreciation	
At 1 November 2004	6,409
Charge for the year	1,992
At 31 October 2005	8,401
Net book value	
At 31 October 2005	6,744
At 31 October 2004	8,541

VIRTUAL BRAND PLANNING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 OCTOBER 2005

3	Share capital	2005 £	2004 £
	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>
