

COMPANY REGISTRATION NUMBER 3856607

Virtual Brand Planning Limited
Unaudited abbreviated accounts
31 January 2007



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Virtual Brand Planning Limited

Abbreviated accounts

Period from 1 November 2005 to 31 January 2007

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Virtual Brand Planning Limited

Abbreviated balance sheet

31 January 2007

	Note	31 Jan 07 £	£	31 Oct 05 £	£
Fixed assets	1				
Tangible assets			5,427		6,744
Investments			440,000		-
			<u>445,427</u>		<u>6,744</u>
Current assets					
Debtors		147,810		160,450	
Cash at bank and in hand		2,105		456,538	
		<u>149,915</u>		<u>616,988</u>	
Creditors' amounts falling due within one year		<u>35,736</u>		<u>96,009</u>	
Net current assets			<u>114,179</u>		<u>520,979</u>
Total assets less current liabilities			<u>559,606</u>		<u>527,723</u>
Capital and reserves					
Called-up equity share capital	2		1		1
Profit and loss account			559,605		527,722
Shareholders' funds			<u>559,606</u>		<u>527,723</u>

The director is satisfied that the company is entitled to exemption from the provisions of the Companies Act 1985 (the Act) relating to the audit of the financial statements for the period by virtue of section 249A(1), and that no member or members have requested an audit pursuant to section 249B(2) of the Act

The director acknowledges her responsibility for

- (i) ensuring that the company keeps proper accounting records which comply with section 221 of the Act, and
- (ii) 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 period and of its profit or loss for the financial period in accordance with the requirements of section 226, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company

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

These abbreviated accounts were approved and signed by the director on 4 April 2007



K L Holloway

The accounting policies and notes on pages 2 to 3 form part of these abbreviated accounts

Virtual Brand Planning Limited

Accounting policies

Period from 1 November 2005 to 31 January 2007

Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005)

Turnover

The turnover shown in the profit and loss account represents amounts invoiced during the period, net of VAT and trade discounts

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Fixtures & Fittings	-	20% Reducing balance
Computer Equipment	-	Straight line over 3 years

Pension costs

The company operates a defined contribution pension scheme for the director. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the profit and loss account when paid.

Virtual Brand Planning Limited

Notes to the abbreviated accounts

Period from 1 November 2005 to 31 January 2007

1. Fixed assets

	Tangible Assets £	Investments £	Total £
Cost			
At 1 November 2005	15,145	–	15,145
Additions	520	440,000	440,520
At 31 January 2007	15,665	440,000	455,665
Depreciation			
At 1 November 2005	8,401	–	8,401
Charge for period	1,837	–	1,837
At 31 January 2007	10,238	–	10,238
Net book value			
At 31 January 2007	5,427	440,000	445,427
At 31 October 2005	6,744	–	6,744

2 Share capital

Authorised share capital.

	31 Jan 07 £	31 Oct 05 £
100,000 Ordinary shares of £0.01 each	1,000	1,000

Allotted, called up and fully paid

	31 Jan 07		31 Oct 05	
	No.	£	No.	£
Ordinary shares of £0.01 each	100	1	100	1