COMPANY REGISTRATION NUMBER 3856607

Virtual Brand Planning Limited

Unaudited abbreviated accounts

31 January 2009



Virtual Brand Planning Limited

Abbreviated accounts

Year ended 31 January 2009

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Virtual Brand Planning Limited

Abbreviated balance sheet

31 January 2009

	Note	2009 £	£	2008 £
Fixed assets	**1**			
Tangible assets			**3,287**	4,108
Investments			**-**	440,000
			3,287	444,108
Current assets				
Debtors		**167,190**		116,440
Cash at bank and in hand		**471,732**		118
		638,922		116,558
Creditors: amounts falling due within one year		**17,905**		954
Net current assets			**621,017**	115,604
Total assets less current liabilities			**624,304**	559,712
Capital and reserves				
Called-up equity share capital	**3**		**1**	1
Profit and loss account			**624,303**	559,711
Shareholders' funds			**624,304**	559,712

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 year 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 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 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 and authorised for issue on 1 April 2009.

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

Year ended 31 January 2009

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 2007).

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	-	3 yrs straight line

Pension costs
The company operates a defined contribution pension scheme for employees. 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.

Virtual Brand Planning Limited

Notes to the abbreviated accounts

Year ended 31 January 2009

1. Fixed assets

	Tangible Assets £	Investment Loans £	Total £
Cost			
At 1 February 2008	**15,665**	**440,000**	**455,665**
Disposals	**–**	**(440,000)**	**(440,000)**
At 31 January 2009	**15,665**	**–**	**15,665**
Depreciation			
At 1 February 2008	**11,557**	–	**11,557**
Charge for year	**821**	–	**821**
At 31 January 2009	**12,378**	**–**	**12,378**
Net book value			
At 31 January 2009	**3,287**	**–**	**3,287**
At 31 January 2008	4,108	440,000	444,108

2. Transactions with the director

Ms K L Holloway, a director, and the company itself, are designated members in Kate Holloway Limited Liability Partnership. At 31 January 2009, the company received a profit share of £42,000 (2008: £5,500) from Kate Holloway Limited Liability Partnership. At 31 January 2009, the balance due to the company from Kate Holloway Limited Liability Partnership was £167,190 (2008: £116,440), and is included in other debtors.

3. Share capital

Authorised share capital:

	2009 £	2008 £
100,000 Ordinary shares of £0.01 each	**1,000**	1,000

Allotted, called up and fully paid:

	2009 No	£	2008 No	£
Ordinary shares of £0.01 each	**100**	**1**	100	1