

COMPANY REGISTRATION NUMBER 3856607

Virtual Brand Planning Limited
Unaudited abbreviated accounts
31 January 2011

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Virtual Brand Planning Limited

Abbreviated accounts

Year ended 31 January 2011

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Virtual Brand Planning Limited

Abbreviated balance sheet

31 January 2011

	Note	2011 £	£	2010 £
Fixed assets	1			
Tangible assets			<u>2,103</u>	<u>2,629</u>
Current assets				
Debtors		733,301		212,355
Cash at bank and in hand		<u>725</u>		<u>469,493</u>
		734,026		681,848
Creditors: amounts falling due within one year		<u>14,331</u>		<u>15,988</u>
Net current assets			<u>719,695</u>	<u>665,860</u>
Total assets less current liabilities			<u>721,798</u>	<u>668,489</u>
Capital and reserves				
Called-up equity share capital	3		<u>1</u>	<u>1</u>
Profit and loss account			<u>721,797</u>	<u>668,488</u>
Shareholders' funds			<u>721,798</u>	<u>668,489</u>

The director is satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The director acknowledges her responsibility for

- (i) ensuring that the company keeps adequate accounting records which comply with section 386 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 393, 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 15 of the Companies Act 2006

These abbreviated accounts were approved and signed by the director and authorised for issue on

30/6/2011



K L Holloway

Company Registration Number 3856607

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 2011

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 April 2008)

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

Virtual Brand Planning Limited

Notes to the abbreviated accounts

Year ended 31 January 2011

1. Fixed assets

	Tangible Assets £
Cost	
At 1 February 2010 and 31 January 2011	<u>15,665</u>
Depreciation	
At 1 February 2010	13,036
Charge for year	<u>526</u>
At 31 January 2011	<u>13,562</u>
Net book value	
At 31 January 2011	<u>2,103</u>
At 31 January 2010	<u>2,629</u>

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 2011, the company received a profit share of £63,000 (2010 £57,500) from Kate Holloway Limited Liability Partnership. At 31 January 2011, the balance due to the company from Kate Holloway Limited Liability Partnership was £733,301 (2010 £211,547), and is included in debtors.

3. Share capital

Authorised share capital:

	2011 £	2010 £
100,000 Ordinary shares of £0.01 each	<u>1,000</u>	<u>1,000</u>

Allotted, called up and fully paid:

	2011 No	£	2010 No	£
100 Ordinary shares of £0.01 each	<u>100</u>	<u>1</u>	<u>100</u>	<u>1</u>