

VIRTUAL BRAND PLANNING LIMITED

UNAUDITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 JANUARY 2016



VIRTUAL BRAND PLANNING LIMITED

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VIRTUAL BRAND PLANNING LIMITED
REGISTERED NUMBER: 03856607

ABBREVIATED BALANCE SHEET
AS AT 31 JANUARY 2016

	Note	£	2016 £	£	2015 £
FIXED ASSETS					
Tangible assets	2		484,636		861
CURRENT ASSETS					
Stocks		6,592		-	
Debtors		102,945		539,592	
Cash at bank		275,967		325,099	
			385,504	864,691	
CREDITORS: amounts falling due within one year					
		(16,194)		(5,054)	
NET CURRENT ASSETS			369,310		859,637
TOTAL ASSETS LESS CURRENT LIABILITIES			853,946		860,498
CAPITAL AND RESERVES					
Called up share capital	3		1		1
Profit and loss account			853,945		860,497
SHAREHOLDERS' FUNDS			853,946		860,498

The director considers that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act.

The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 January 2016 and of its loss for the year in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf by:



K L Holloway
 Director

Date: 21/6/16

The notes on pages 2 to 3 form part of these financial statements.

VIRTUAL BRAND PLANNING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 JANUARY 2016

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

1.2 Turnover

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax 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 of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Freehold property	-	2% straight line
Plant and machinery	-	25% reducing balance
Fixtures and fittings	-	20% reducing balance
Computer equipment	-	20% reducing balance

1.4 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

1.5 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation.

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse.

Deferred tax assets and liabilities are not discounted.

1.6 Pensions

During the year, the company contributed to the Director's Pension Plan.

VIRTUAL BRAND PLANNING LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 JANUARY 2016**

1. ACCOUNTING POLICIES (continued)

1.7 Financial Instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

2. TANGIBLE FIXED ASSETS

	£
Cost	
At 1 February 2015	15,665
Additions	504,017
At 31 January 2016	<u>519,682</u>
Depreciation	
At 1 February 2015	14,804
Charge for the year	20,242
At 31 January 2016	<u>35,046</u>
Net book value	
At 31 January 2016	<u><u>484,636</u></u>
At 31 January 2015	<u><u>861</u></u>

3. SHARE CAPITAL

	2016 £	2015 £
Allotted, called up and fully paid		
70 (2015 - 100) Ordinary A shares of £0.01 each	0.70	1.00
30 Ordinary B shares of £0.01 each (2015: nil)	0.30	-
	<u>1</u>	<u>1</u>