

Company Registration No. 05675021 (England and Wales)

IDEAS MARKETING LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2012



Accounts
Q.C. APPROVED

IDEAS MARKETING LIMITED

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IDEAS MARKETING LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 DECEMBER 2012

	Notes	2012 £	£	2011 £	£
Fixed assets					
Tangible assets	2		13,151		2,385
Current assets					
Stocks		32,970		40,542	
Debtors		546,056		111,160	
Cash at bank and in hand		194,781		196,647	
		<u>773,807</u>		<u>348,349</u>	
Creditors amounts falling due within one year		<u>(633,180)</u>		<u>(251,650)</u>	
Net current assets			<u>140,627</u>		<u>96,699</u>
Total assets less current liabilities			<u>153,778</u>		<u>99,084</u>
Creditors amounts falling due after more than one year			<u>(299,900)</u>		<u>(424,900)</u>
			<u>(146,122)</u>		<u>(325,816)</u>
Capital and reserves					
Called up share capital	3		300		300
Profit and loss account			<u>(146,422)</u>		<u>(326,116)</u>
Shareholders' funds			<u>(146,122)</u>		<u>(325,816)</u>

IDEAS MARKETING LIMITED

ABBREVIATED BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2012

For the financial year ended 31 December 2012 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

Directors' responsibilities

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime

Approved by the Board for issue on 5/8/2013



D Cohen
Director

Company Registration No 05675021

IDEAS MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2012

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 April 2008)

These financial statements have been prepared on a going concern basis based on the continued support of a shareholder as required. Included within other creditors falling due after more than one year is £299,900 (2011 £424,900) which is owed to a company shareholder and will not be withdrawn from the company until sufficient funds are available.

1.2 Turnover

Turnover represents amounts receivable for goods and services net of VAT 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 less estimated residual value of each asset over its expected useful life, as follows:

Property imp'ts	25% p a straight line basis
Plant & Machinery	33% p a straight line basis
Computer Equipment	25% p a straight line basis
Fixtures, fittings & equipment	25% p a straight line basis

1.4 Leasing

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

1.5 Stock

Stock is valued at the lower of cost and net realisable value.

1.6 Deferred taxation

Deferred tax is recognised in respect of all timing differences which have originated but not reversed at the balance sheet date. Timing differences are differences between taxable profits and the results as stated in the financial statements which arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements.

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

Deferred tax is not recognised when fixed assets are revalued unless by the balance sheet date there is a binding agreement to sell the revalued asset and the resulting gain or loss has been recognised in the financial statements. Neither is deferred tax recognised when fixed assets are sold and it is more likely than not that the taxable gain will be rolled over, being charged to tax only if and when the replacement assets are sold.

Deferred tax is measured at the average tax rates which are expected to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws which have been enacted or substantively enacted by the balance sheet date. Deferred tax is measured on a non-discounted basis.

IDEAS MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2012

1 Accounting policies (continued)

1.7 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

2 Fixed assets

	Tangible assets £
Cost	
At 1 January 2012	28,126
Additions	14,518
	42,644
Depreciation	
At 1 January 2012	25,763
Charge for the year	3,730
	29,493
Net book value	
At 31 December 2012	13,151
At 31 December 2011	2,385

3 Share capital	2012 £	2011 £
Allotted, called up and fully paid		
150 A - Ordinary of £1 each	150	150
150 B - Ordinary of £1 each	150	150
	300	300

Each class of share rank pari passu in all respects

IDEAS MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2012

4 Related party relationships and transactions

Loans to directors

Transactions in relation to loans with directors during the year are outlined in the table below

Description	% Rate	Opening Balance £	Amounts Advanced £	Interest Charged £	Amounts Repaid £	Closing Balance £
M Epstein - loan account	4 00	4,807	4,033	126	(8,480)	486
D Cohen - loan account	4 00	(4,509)	6,789	-	(1,623)	657
		<u>298</u>	<u>10,822</u>	<u>126</u>	<u>(10,103)</u>	<u>1,143</u>