

Registered Number 07573708

LONDON BRAND MANAGEMENT LTD

Abbreviated Accounts

18 July 2014

Abbreviated Balance Sheet as at 18 July 2014

	<i>Notes</i>	<i>2014</i>	<i>2013</i>
		£	£
Fixed assets			
Intangible assets	2	20,192	-
Tangible assets	3	3,533	-
		<u>23,725</u>	<u>-</u>
Current assets			
Debtors		3,059	1,910
Cash at bank and in hand		1,343	30,663
		<u>4,402</u>	<u>32,573</u>
Creditors: amounts falling due within one year		<u>(195,733)</u>	<u>(133,347)</u>
Net current assets (liabilities)		<u>(191,331)</u>	<u>(100,774)</u>
Total assets less current liabilities		<u>(167,606)</u>	<u>(100,774)</u>
Total net assets (liabilities)		<u>(167,606)</u>	<u>(100,774)</u>
Capital and reserves			
Called up share capital	4	87,100	87,100
Profit and loss account		(254,706)	(187,874)
Shareholders' funds		<u>(167,606)</u>	<u>(100,774)</u>

- For the year ending 18 July 2014 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 17 April 2015

And signed on their behalf by:

Dmitry Aksenov, Director

Notes to the Abbreviated Accounts for the period ended 18 July 2014

1 Accounting Policies

Basis of measurement and preparation of accounts

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective April 2008.

Turnover policy

Turnover represents amounts receivable for goods and services net of VAT and trade discounts.

Tangible assets depreciation policy

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment - 3 years

Office equipment - 5 years

Intangible assets amortisation policy

Amortisation is charged to the profit and loss account on a straight-line basis over the estimated useful lives of the assets unless such lives are indefinite. Intangible fixed assets with an indefinite useful life are systematically tested for impairment at each balance sheet date. The estimated useful lives are as follows:

Software development - 3 years

2 Intangible fixed assets

	£
Cost	
At 19 July 2013	-
Additions	20,192
Disposals	-
Revaluations	-
Transfers	-
At 18 July 2014	<u>20,192</u>
Amortisation	
At 19 July 2013	-
Charge for the year	-
On disposals	-
At 18 July 2014	<u>-</u>
Net book values	
At 18 July 2014	<u>20,192</u>
At 18 July 2013	<u>-</u>

3 Tangible fixed assets

	£
Cost	
At 19 July 2013	-
Additions	4,008
Disposals	-
Revaluations	-
Transfers	-
At 18 July 2014	<u>4,008</u>
Depreciation	
At 19 July 2013	-
Charge for the year	475
On disposals	-
At 18 July 2014	<u>475</u>
Net book values	
At 18 July 2014	<u><u>3,533</u></u>
At 18 July 2013	<u><u>-</u></u>

4 Called Up Share Capital

Allotted, called up and fully paid:

	2014	2013
	£	£
87,100 Ordinary shares of £1 each	87,100	87,100

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