

Registered Number 07573708

LONDON BRAND MANAGEMENT LTD

Abbreviated Accounts

18 July 2015

Abbreviated Balance Sheet as at 18 July 2015

	<i>Notes</i>	<i>2015</i>	<i>2014</i>
		£	£
Fixed assets			
Intangible assets	2	13,461	20,192
Tangible assets	3	2,624	3,533
		<u>16,085</u>	<u>23,725</u>
Current assets			
Debtors		30,414	3,059
Cash at bank and in hand		9,676	1,343
		<u>40,090</u>	<u>4,402</u>
Creditors: amounts falling due within one year		<u>(219,994)</u>	<u>(195,733)</u>
Net current assets (liabilities)		<u>(179,904)</u>	<u>(191,331)</u>
Total assets less current liabilities		<u>(163,819)</u>	<u>(167,606)</u>
Total net assets (liabilities)		<u>(163,819)</u>	<u>(167,606)</u>
Capital and reserves			
Called up share capital	4	87,100	87,100
Profit and loss account		(250,919)	(254,706)
Shareholders' funds		<u>(163,819)</u>	<u>(167,606)</u>

- For the year ending 18 July 2015 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 13 April 2016

And signed on their behalf by:

D Aksenov, Director

Notes to the Abbreviated Accounts for the period ended 18 July 2015**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. The total turnover of the company for the year has been derived from its principal activities.

Tangible assets depreciation policy

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: 33.33% on straight line basis

Office equipment: 20.00% on straight line basis

Intangible assets amortisation policy

Amortisation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Software development: 33.33% on straight line basis

Other accounting policies**Going Concern**

We believe that the company's financial statements should be prepared on a going concern basis on the grounds that current and future sources of funding or support will be more than adequate for the company's needs. This support is required as the company has net current liabilities of £179,904 and net liabilities of £163,819. We believe no further disclosures relating to the company's ability to continue as a going concern need to be made in the financial statements. In assessing going concern, we have paid particular attention to a period of not less than one year from the date of approval of the financial statements.

Taxation

The charge for taxation is based on the profit for the year and takes into account taxation deferred because of timing differences between the treatment of certain items for taxation and accounting purposes.

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes which have arisen but not reversed by the balance sheet date, except as otherwise required by FRS 19.

2 Intangible fixed assets

£

Cost

At 19 July 2014	20,192
Additions	-
Disposals	-
Revaluations	-
Transfers	-
At 18 July 2015	<u>20,192</u>
Amortisation	
At 19 July 2014	-
Charge for the year	6,731
On disposals	-
At 18 July 2015	<u>6,731</u>
Net book values	
At 18 July 2015	<u>13,461</u>
At 18 July 2014	<u>20,192</u>

3 Tangible fixed assets

	£
Cost	
At 19 July 2014	4,008
Additions	-
Disposals	-
Revaluations	-
Transfers	-
At 18 July 2015	<u>4,008</u>
Depreciation	
At 19 July 2014	475
Charge for the year	909
On disposals	-
At 18 July 2015	<u>1,384</u>
Net book values	
At 18 July 2015	<u>2,624</u>
At 18 July 2014	<u>3,533</u>

4 Called Up Share Capital

Allotted, called up and fully paid:

	2015	2014
	£	£
87,100 Ordinary shares of £1 each	87,100	87,100

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