

Company Registration No. 07927621 (England and Wales)

**MARKETING MEANS (UK) LIMITED
UNAUDITED ABBREVIATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2016**



MARKETING MEANS (UK) LIMITED

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MARKETING MEANS (UK) LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 OCTOBER 2016

	Notes	2016 £	£	2015 £	£
Fixed assets					
Tangible assets	2		10,669		14,225
Current assets					
Stocks		3,868		5,802	
Debtors		93,751		107,245	
Cash at bank and in hand		70,417		43,400	
		168,036		156,447	
Creditors: amounts falling due within one year		(77,136)		(94,683)	
Net current assets			90,900		61,764
Total assets less current liabilities			101,569		75,989
Provisions for liabilities			(2,134)		(2,845)
			99,435		73,144
Capital and reserves					
Called up share capital	3		2		2
Profit and loss account			99,433		73,142
Shareholders' funds			99,435		73,144

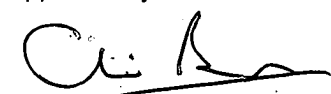
For the financial year ended 31 October 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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 9/2/2017



Mr C Bowden
Director

Company Registration No. 07927621

MARKETING MEANS (UK) LIMITED

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

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 January 2015).

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:

Computer equipment	25% reducing balance
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1.4 Stock and work in progress

Stock and work in progress are valued at the lower of cost and net realisable value.

1.5 Deferred taxation

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

1.6 Factoring of debtors

The company has entered into a factoring agreement under which specific trade debtors are transferred to the finance company, which offers a credit facility available to be drawn up to a fixed percentage of the book value of the debts. Since the finance company has recourse to the company for any debtors that default, in the opinion of the directors separate presentation is appropriate whereby the trade debtors secured under the agreement are shown as trade debtors due to the company and the cash advanced by the finance company is included in creditors falling due within one year.

2 Fixed assets

	Tangible assets £
Cost	
At 1 November 2015 & at 31 October 2016	31,527
Depreciation	
At 1 November 2015	17,302
Charge for the year	3,556
At 31 October 2016	20,858
Net book value	
At 31 October 2016	10,669
At 31 October 2015	14,225

MARKETING MEANS (UK) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2016

3	Share capital	2016	2015
		£	£
	Allotted, called up and fully paid		
	2 Ordinary shares of £1 each	2	2
		<u>2</u>	<u>2</u>