Registered Number SC274584

Optimize Telemarketing Ltd

Abbreviated Accounts

31 March 2011

Company Information

Registered Office:
20 Anderson Street
Airdrie
Lanarkshire
ML6 0AA

Reporting Accountants:
Benson Wood & Co.

20 Anderson Street
Airdrie
Lanarkshire
ML6 0AA

Bankers:
Bank of Scotland plc
600 Gorgie Road
Edinburgh
EH11 3XP

Optimize Telemarketing Ltd **Registered Number SC274584**

Balance Sheet as at 31 March 2011

	Notes	2011		2010	
		£	£	£	£
Fixed assets					
Tangible	2		324		381
			324		381
Current assets					
Debtors		1,404		1,286	
Cash at bank and in hand		8,799		4,591	
Total current assets		10,203		5,877	
Creditors: amounts falling due within one year		(10,149)		(6,674)	
Net current assets (liabilities)			54		(797)
Total assets less current liabilities			378		(416)
Creditors: amounts falling due after more than one year			0		(40)
Total net assets (liabilities)			378		(456)
Capital and reserves					
Called up share capital	3		2		2
Profit and loss account			376		(458)
Shareholders funds			378		(456)

a. For the year ending 31 March 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 21 September 2011

And signed on their behalf by:
Mrs J Crawford, Director

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.

Notes to the Abbreviated Accounts

For the year ending 31 March 2011

1 **Accounting policies**

Accounting convention

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

Turnover

Turnover represents net invoiced sales of services, excluding value added tax.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Computer equipment	33% on cost

2 **Tangible fixed assets**

	Total
Cost	**£**
At 01 April 2010	1,556
At 31 March 2011	1,556
Depreciation	
At 01 April 2010	1,175
Charge for year	57
At 31 March 2011	1,232
Net Book Value	
At 31 March 2011	324
At 31 March 2010	381

3 **Share capital**

	2011	2010
	£	**£**

Allotted, called up and fully paid:		
2 Ordinary shares of £1 each	2	2