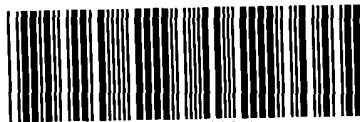


Abbreviated Accounts for the Year Ended 31st December 2015

for

DISCOUNT DEALS DIRECT LIMITED

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COMPANIES HOUSE

DISCOUNT DEALS DIRECT LIMITED

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for the Year Ended 31st December 2015

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DISCOUNT DEALS DIRECT LIMITED

Company Information
for the Year Ended 31st December 2015

DIRECTOR: A Malvanker

SECRETARY:

REGISTERED OFFICE: 74 Freer Road
Aston
Birmingham
West Midlands
B6 6NB

REGISTERED NUMBER: 08417607 (England and Wales)

ACCOUNTANT: A K & Co Accountants Limited
732 Walsall Road
Great Barr
Birmingham
West Midlands
B42 1EX

BANKERS: Lloyds TSB Bank Plc
Great Hampton Street
Business Partner
PO Box 9363
Birmingham
B3 3ST

DISCOUNT DEALS DIRECT LIMITED (Registered number: 08417607)**Abbreviated Balance Sheet****31st December 2015**

	Notes	31.12.15 £	£	31.12.14 £	£
FIXED ASSETS					
Tangible assets	2		12,472		2,448
CURRENT ASSETS					
Stocks		2,055		5,884	
Debtors		788		1,844	
Cash at bank and in hand		16,066		14,430	
		18,909		22,158	
CREDITORS					
Amounts falling due within one year		7,690		11,104	
NET CURRENT ASSETS			11,219		11,054
TOTAL ASSETS LESS CURRENT LIABILITIES			23,691		13,502
CREDITORS					
Amounts falling due after more than one year			2,000		2,000
NET ASSETS			21,691		11,502
CAPITAL AND RESERVES					
Called up share capital	3		100		100
Profit and loss account			21,591		11,402
SHAREHOLDERS' FUNDS			21,691		11,502

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2015 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The notes form part of these abbreviated accounts

Abbreviated Balance Sheet - continued
31st December 2015

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 22nd September 2016 and were signed by:

A handwritten signature in black ink, consisting of a stylized 'A' followed by a long horizontal stroke.

A Malvanker - Director

The notes form part of these abbreviated accounts

DISCOUNT DEALS DIRECT LIMITED

Notes to the Abbreviated Accounts **for the Year Ended 31st December 2015**

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 January 2015).

Turnover

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

Tangible fixed assets

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

Fixtures and fittings 15% pa on reducing balance

Computers 15% pa on reducing balance

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

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.

2. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1st January 2015	3,500
Additions	10,550
	<hr/>
At 31st December 2015	14,050
	<hr/>
DEPRECIATION	
At 1st January 2015	1,052
Charge for year	526
	<hr/>
At 31st December 2015	1,578
	<hr/>
NET BOOK VALUE	
At 31st December 2015	12,472
	<hr/>
At 31st December 2014	2,448

DISCOUNT DEALS DIRECT LIMITED

Notes to the Abbreviated Accounts - continued
for the Year Ended 31st December 2015

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.15 £	31.12.14 £
1	Ordinary Share	£1	<u>100</u>	<u>100</u>

DISCOUNT DEALS DIRECT LIMITED

Report of the Accountant to the Director of
DISCOUNT DEALS DIRECT LIMITED

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to five) have been prepared.

As described on the balance sheet you are responsible for the preparation of the financial statements for the year ended 31st December 2015 set out on pages nil to nil and you consider that the company is exempt from an audit.

In accordance with your instructions, I have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to me.

A K & Co Accountants Limited
732 Walsall Road
Great Barr
Birmingham
West Midlands
B42 1EX

22nd September 2016

This page does not form part of the abbreviated accounts
