

**REGISTERED NUMBER: 04641537 (England and Wales)**

**Abbreviated Unaudited Accounts**  
**for the Year Ended 31 December 2010**  
**for**  
**Prime Direct Distribution Limited**

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**Prime Direct Distribution Limited**

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for the Year Ended 31 December 2010**

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**Prime Direct Distribution Limited**

**Company Information  
for the Year Ended 31 December 2010**

**DIRECTORS:**

R Stewart  
S E Broughton

**SECRETARY:**

R Stewart

**REGISTERED OFFICE:**

145A Chester Road  
Macclesfield  
Cheshire  
SK11 8PT

**REGISTERED NUMBER:**

04641537 (England and Wales)

**ACCOUNTANTS:**

Harts Limited  
Chartered Accountants  
Westminster House  
10 Westminster Road  
Macclesfield  
Cheshire  
SK10 1BX

**Prime Direct Distribution Limited**

**Abbreviated Balance Sheet  
31 December 2010**

	Notes	31 12 10 £	£	31 12 09 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		-		-
Tangible assets	3		3,867		4,801
			<u>3,867</u>		<u>4,801</u>
<b>CURRENT ASSETS</b>					
Stocks		6,489		24,989	
Debtors		131,433		132,354	
Cash at bank		31,797		15,671	
		<u>169,719</u>		<u>173,014</u>	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>167,130</u>		<u>176,829</u>	
<b>NET CURRENT ASSETS/(LIABILITIES)</b>			<u>2,589</u>		<u>(3,815)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			6,456		986
<b>PROVISIONS FOR LIABILITIES</b>			<u>638</u>		<u>638</u>
<b>NET ASSETS</b>			<u><u>5,818</u></u>		<u><u>348</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		100		100
Profit and loss account			<u>5,718</u>		<u>248</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>5,818</u></u>		<u><u>348</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2010

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2010 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their 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

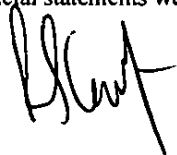
The notes form part of these abbreviated accounts

**Prime Direct Distribution Limited**

**Abbreviated Balance Sheet - continued**  
**31 December 2010**

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 Board of Directors on 4 March 2011 and were signed on its behalf by

A handwritten signature in black ink, appearing to read 'R Stewart', is written over the text 'The financial statements were approved by the Board of Directors on 4 March 2011 and were signed on its behalf by'.

R Stewart - Director

The notes form part of these abbreviated accounts

**Prime Direct Distribution Limited**

**Notes to the Abbreviated Accounts  
for the Year Ended 31 December 2010**

**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 is recognised when the company obtains the right to consideration

**Tangible fixed assets**

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

Plant and machinery etc                      -    15% 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

**2 INTANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 January 2010 and 31 December 2010	<u>2,000</u>
<b>AMORTISATION</b>	
At 1 January 2010 and 31 December 2010	<u>2,000</u>
<b>NET BOOK VALUE</b>	
At 31 December 2010	<u><u>-</u></u>
At 31 December 2009	<u><u>-</u></u>

**3 TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 January 2010 and 31 December 2010	<u>21,644</u>
<b>DEPRECIATION</b>	
At 1 January 2010	16,842
Charge for year	935
At 31 December 2010	<u>17,777</u>
<b>NET BOOK VALUE</b>	
At 31 December 2010	<u><u>3,867</u></u>
At 31 December 2009	<u><u>4,802</u></u>

**Prime Direct Distribution Limited**

**Notes to the Abbreviated Accounts - continued  
for the Year Ended 31 December 2010**

**4 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid		Nominal value	31 12 10	31 12 09
Number	Class		£	£
100	Ordinary	1	<u>100</u>	<u>100</u>

**5 CONTROL RELATIONSHIPS**

The company is controlled on an operating basis by Mr R Stewart and Mr S Broughton who are both directors and shareholders of the company