

REGISTERED NUMBER: 03893959 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 DECEMBER 2018

FOR

PURPLE RESULTS LIMITED

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2018**

	Page
Company information	1
Balance sheet	2
Notes to the financial statements	3

PURPLE RESULTS LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2018

Director:	S S Morris
Registered office:	10 Honywood Business Centre Honywood Road Basildon Essex SS14 3HW
Registered number:	03893959 (England and Wales)
Accountants:	Tout & Brew Limited 31 Guardian Close Hornchurch Essex RM11 1FT
Bankers:	Barclays Bank Plc 240 Whitechapel Road London E1 1BS

BALANCE SHEET
31 DECEMBER 2018

	Notes	2018 £	2017 £
Fixed assets			
Tangible assets	4	10,101	11,234
Current assets			
Stocks	5	2,872	10,801
Debtors	6	295,468	304,978
Cash at bank and in hand		11,618	4
		<u>309,958</u>	<u>315,783</u>
Creditors			
Amounts falling due within one year	7	(266,083)	(288,579)
Net current assets		<u>43,875</u>	<u>27,204</u>
Total assets less current liabilities		<u>53,976</u>	<u>38,438</u>
Capital and reserves			
Called up share capital		100	100
Retained earnings		53,876	38,338
Shareholders' funds		<u>53,976</u>	<u>38,438</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2018 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) 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
- (b) and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income statement has not been delivered.

The financial statements were approved by the director on 4 July 2019 and were signed by:

S S Morris - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2018**

1. **Statutory information**

PURPLE RESULTS LIMITED is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. **Accounting policies**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of value added tax and trade discounts.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter.

Fixtures and fittings	- 25% reducing balance
Motor vehicles	- 20% on cost
Computer equipment	- 33% on cost

Stocks

Work in progress is valued at the lower of cost and net realisable value.

Cost is calculated using the first-in, first-out method and includes all purchase, transport, and handling costs in bringing stocks to their present location and condition.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

Other debtors

Other debtors includes amounts incurred in developing new types of products for businesses using direct mail as a marketing tool, plus amounts incurred in developing new markets and attracting new businesses. This will generate future income for the company from customers both current and future. Now the development is completed an additional income stream over the near future is anticipated and these costs will be written off over the same period.

3. **Employees and directors**

The average number of employees during the year was 2 (2017 - 2) .

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2018

4. **Tangible fixed assets**

	Fixtures and fittings £	Motor vehicles £	Computer equipment £	Totals £
COST				
At 1 January 2018	32,927	23,879	94,076	150,882
Additions	-	-	3,967	3,967
At 31 December 2018	<u>32,927</u>	<u>23,879</u>	<u>98,043</u>	<u>154,849</u>
DEPRECIATION				
At 1 January 2018	29,659	16,715	93,274	139,648
Charge for year	-	4,776	324	5,100
At 31 December 2018	<u>29,659</u>	<u>21,491</u>	<u>93,598</u>	<u>144,748</u>
NET BOOK VALUE				
At 31 December 2018	<u>3,268</u>	<u>2,388</u>	<u>4,445</u>	<u>10,101</u>
At 31 December 2017	<u>3,268</u>	<u>7,164</u>	<u>802</u>	<u>11,234</u>

Fixed assets, included in the above, which are held under hire purchase contracts or finance leases are as follows:

	Motor vehicles £
COST	
At 1 January 2018 and 31 December 2018	<u>23,879</u>
DEPRECIATION	
At 1 January 2018	16,715
Charge for year	<u>4,776</u>
At 31 December 2018	<u>21,491</u>
NET BOOK VALUE	
At 31 December 2018	<u>2,388</u>
At 31 December 2017	<u>7,164</u>

5. **Stocks**

	2018 £	2017 £
Work-in-progress	<u>2,872</u>	<u>10,801</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2018

6. Debtors: amounts falling due within one year

	2018	2017
	£	£
Trade debtors	191,269	173,097
Other debtors	68,153	76,403
S419 tax	8,360	7,009
Directors' current accounts	14,440	33,440
VAT	12,258	13,835
Prepayments	988	1,194
	<u>295,468</u>	<u>304,978</u>

7. Creditors: amounts falling due within one year

	2018	2017
	£	£
Bank loans and overdrafts	-	176
Trade creditors	245,035	271,725
Tax	11,415	5,525
Social security and other taxes	1,792	5,054
Pension control account	148	59
Accrued expenses	7,693	6,040
	<u>266,083</u>	<u>288,579</u>

8. Related party disclosures

Included within other debtors is an amount of £14,440 (2017: £33,440) owed by S S Morris, a director of the company.

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 1072 of the Companies Act 2006.