

Company Registration No. 02577464 (England and Wales)

SPORTS TRADERS ALLIANCE GROUP LIMITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 JANUARY 2010

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SPORTS TRADERS ALLIANCE GROUP LIMITED

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SPORTS TRADERS ALLIANCE GROUP LIMITED

INDEPENDENT AUDITORS' REPORT TO SPORTS TRADERS ALLIANCE GROUP LIMITED

UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts set out on pages 2 to 5, together with the financial statements of Sports Traders Alliance Group Limited for the year ended 31 January 2010 prepared under section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Chapter 10 of Part 15 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

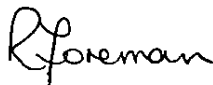
The directors are responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.

Ruth Foreman (Senior Statutory Auditor)
for and on behalf of Robson Taylor LLP



Chartered Accountants
Statutory Auditor

Charter House, The Square
Lower Bristol Road,
Bath, BA2 3BH

29 April 2010

SPORTS TRADERS ALLIANCE GROUP LIMITED


ABBREVIATED BALANCE SHEET

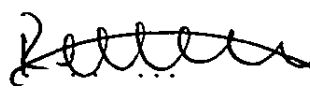
AS AT 31 JANUARY 2010

	Notes	2010 £	£	2009 £	£
Fixed assets					
Tangible assets	2		41,373		42,826
Current assets					
Debtors		3,167,466		2,703,287	
Cash at bank and in hand		70		86	
		<u>3,167,536</u>		<u>2,703,373</u>	
Creditors: amounts falling due within one year	3	<u>(2,603,261)</u>		<u>(2,345,523)</u>	
Net current assets			<u>564,275</u>		<u>357,850</u>
Total assets less current liabilities			605,648		400,676
Creditors: amounts falling due after more than one year			(4,892)		(915)
			<u>600,756</u>		<u>399,761</u>
Capital and reserves					
Called up share capital	4	101,500		101,500	
Other reserves		500		500	
Profit and loss account		<u>498,756</u>		<u>297,761</u>	
Shareholders' funds			<u>600,756</u>		<u>399,761</u>

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006

Approved by the Board for issue on 29/4/10.


W Robertson
Director


R Chandler
Director

Company Registration No. 02577464

SPORTS TRADERS ALLIANCE GROUP LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 JANUARY 2010

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 April 2008)

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable accounting standards

1.3 Turnover

Turnover is the amount paid by members for goods purchased under the buying agreement, recognised when the corresponding purchase invoice is received from the supplier. The purchase invoice is issued by the supplier at the point of despatch of the goods so the point of revenue recognition is substantially the point the goods are despatched.

1.4 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:

Fixtures, fittings & equipment	20% straight line basis
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1.5 Deferred taxation

Deferred tax 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.

SPORTS TRADERS ALLIANCE GROUP LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 JANUARY 2010

2 Fixed assets

	Tangible assets £
Cost	
At 1 February 2009	68,265
Additions	16,784
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At 31 January 2010	85,049
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Depreciation	
At 1 February 2009	25,439
Charge for the year	18,237
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At 31 January 2010	43,676
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Net book value	
At 31 January 2010	41,373
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At 31 January 2009	42,826
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3 Creditors: amounts falling due within one year

The aggregate amount of creditors for which security has been given amounted to £344,321 (2009 - £422,347)

These secured creditors are included within bank borrowing and relate to debt factoring advances which are secured on the trade debtors balance

There is also a scheduled mortgage debenture dated 16 July 2003 in favour of the National Westminster Bank plc

4 Share capital	2010 £	2009 £
Allotted, called up and fully paid		
101,500 Ordinary shares of £1 each	101,500	101,500
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SPORTS TRADERS ALLIANCE GROUP LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2010

5 Ultimate parent company

The ultimate parent company is Draw Holdings Limited, who own 100% of the issued share capital

The joint controlling parties are W Robertson and R Chandler, each holding 50% of the shareholding in Draw Holdings Ltd, a company incorporated in England & Wales

6 Related party transactions

The company paid rent to the directors' pension scheme in relation to a lease agreement. The amount paid this year was £26,561 (2009 - £26,560)