

**Company Registration No. 07140967**

**Branding Solutions Limited**

**Abbreviated financial statements**

**For the year ended 31 December 2011**

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## **Branding Solutions Limited**

### **Abbreviated financial statements 2011**

#### **Contents**

**Balance sheet**

**Notes to the abbreviated financial statements**

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## Branding Solutions Limited

### Balance sheet 31 December 2011

	Note	31 December 2011 £	31 December 2010 £
Debtors	2	8,637	37,537
Cash at bank and in hand		68,591	27,668
		<u>77,228</u>	<u>65,205</u>
Creditors, amounts falling due within one year	3	(25,491)	(45,665)
Net current assets		<u>51,737</u>	<u>19,540</u>
Net assets		<u>51,737</u>	<u>19,540</u>
Capital and reserves			
Called up share capital	4	100	100
Profit and loss account		51,637	19,440
Total shareholders' funds		<u>51,737</u>	<u>19,540</u>

For the period ended 31 December 2011 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

#### Director's responsibilities

- The members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476, and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements

These abbreviated accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime

The abbreviated accounts of Branding Solutions Limited (registered number 07140967) were approved by the board of directors and authorised for issue on 10 January 2012. They were signed on its behalf by

  
Mr John W Venning

Director

10 January 2012

The accompanying notes are an integral part of this balance sheet

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## **Branding Solutions Limited**

### **Notes to the abbreviated financial statements**

**Year ended 31 December 2011**

**1. Accounting policies**

The principal accounting policies are summarised below. They have all been applied consistently throughout the year and preceding period.

**Basis of accounting**

The full financial statements, from which these abbreviated financial statements have been extracted, have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime and the Financial Reporting Standard for Smaller Entities (effective April 2008) under the historical cost convention.

**Going concern**

The director has considered the going concern assumption within the financial statements and notes that the company continues to be profitable and generate positive cash. The company is also in a net asset position. The director is confident that the company is able to meet its obligations as they fall due for a period of 12 months from the date of the financial statements and as such has adopted the going concern principle in the preparation of these financial statements.

**Taxation**

Current tax, including UK corporation tax, is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Tangible fixed assets**

Tangible fixed assets are stated at cost, net of depreciation and any provision for impairment. Individual assets costing less than £1,000 are not capitalised but written off to the profit and loss account as incurred.

Depreciation of fixed assets is provided at rates calculated to write off the cost of the assets over the term of their useful lives.

**Turnover**

Turnover is stated net of VAT and trade discounts. Turnover from the sale of goods is recognised when the goods are physically delivered to the customer. Turnover from the supply of services represents the value of services provided under contracts to the extent that there is a right to consideration and is recorded at the value of the consideration due. Where payments are received from customers in advance of services provided, the amounts are recorded as Deferred Income and included as part of Creditors due within one year.

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## **Branding Solutions Limited**

### **Notes to the abbreviated financial statements Year ended 31 December 2011**

#### **2 Debtors**

	<b>31 December 2011 £</b>	<b>31 December 2010 £</b>
Trade debtors	8,631	35,843
Prepayments and accrued income	6	1 694
	<u>8,637</u>	<u>37,537</u>

#### **3. Creditors: amounts falling due within one year**

	<b>31 December 2011 £</b>	<b>31 December 2010 £</b>
Trade creditors	148	419
Accruals and deferred income	5,296	25,048
Other tax and social security	3,877	6,083
Corporation tax	16,170	14,115
	<u>25,491</u>	<u>45,665</u>

#### **4. Share capital**

	<b>31 December 2011 £</b>	<b>31 December 2010 £</b>
Authorised 100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
Called up, allotted and fully paid 100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

100 ordinary shares were allotted on incorporation (29 January 2010) £100 was received in consideration