

**SIMON WILLIS LIMITED**  
**ABBREVIATED UNAUDITED ACCOUNTS**  
**FOR THE YEAR ENDED 31 JANUARY 2010**



A & D Accountancy Services  
34 Radway Road  
Upper Shirley  
Southampton  
Hampshire  
SO15 7PJ

**SIMON WILLIS LIMITED**

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**FOR THE YEAR ENDED 31 JANUARY 2010**

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**SIMON WILLIS LIMITED**

**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 JANUARY 2010**

**DIRECTORS:** S Willis  
Mrs C Willis

**SECRETARY:** S Willis

**REGISTERED OFFICE:** Meadowsong  
Wix Road  
Gt Oakley  
Harwich  
Essex  
CO12 5BJ

**REGISTERED NUMBER:** 06462811 (England and Wales)

**ACCOUNTANTS:** A & D Accountancy Services  
34 Radway Road  
Upper Shirley  
Southampton  
Hampshire  
SO15 7PJ

**SIMON WILLIS LIMITED**

**ABBREVIATED BALANCE SHEET**  
**31 JANUARY 2010**

|  | 2010<br>£    | 2009<br>£     |
|--|--------------|---------------|
| <b>CURRENT ASSETS</b>                        |              |               |
| Debtors                                      | -            | 3,379         |
| Cash at bank                                 | 6,295        | 14,504        |
|  | <u>6,295</u> | <u>17,883</u> |
| <b>CREDITORS</b>                             |              |               |
| Amounts falling due within one year          | 5,792        | 10,943        |
|  | <u>503</u>   | <u>6,940</u>  |
| <b>NET CURRENT ASSETS</b>                    |              |               |
|  | <u>503</u>   | <u>6,940</u>  |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |              |               |
|  | <u>503</u>   | <u>6,940</u>  |
| <b>CAPITAL AND RESERVES</b>                  |              |               |
| Called up share capital                      | 20           | 20            |
| Profit and loss account                      | 483          | 6,920         |
|  | <u>503</u>   | <u>6,940</u>  |
| <b>SHAREHOLDERS' FUNDS</b>                   |              |               |
|  | <u>503</u>   | <u>6,940</u>  |

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

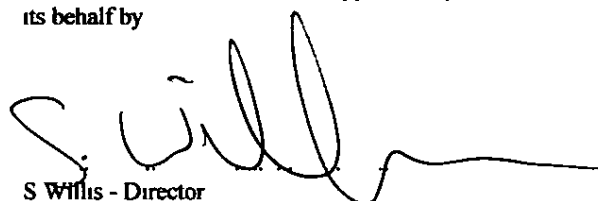
The members have not required the company to obtain an audit of its financial statements for the year ended 31 January 2010 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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 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 27/10/2010 and were signed on its behalf by

  
S Willis - Director

The notes form part of these abbreviated accounts

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and the role of the accounting department in ensuring the integrity of the financial statements. It also highlights the need for regular audits and the importance of transparency in financial reporting.

2. The second part of the document focuses on the management of human resources, including recruitment, training, and performance evaluation. It emphasizes the importance of having a clear job description for each position and the need for ongoing communication between management and staff.

3. The third part of the document addresses the issue of risk management, discussing the various risks that a company may face and the strategies for mitigating them. It also touches on the importance of having a disaster recovery plan in place.

4. The fourth part of the document deals with the legal aspects of business operations, including compliance with local, national, and international laws. It also discusses the importance of having a legal counsel on retainer to handle any legal issues that may arise.

5. The fifth part of the document discusses the importance of maintaining a strong corporate culture and the role of the management in fostering it. It also touches on the importance of having a clear vision and mission statement for the company.

6. The sixth part of the document discusses the importance of having a strong marketing and sales strategy in place and the role of the marketing department in implementing it. It also touches on the importance of having a clear understanding of the target market and the competition.

7. The seventh part of the document discusses the importance of having a strong financial strategy in place and the role of the finance department in implementing it. It also touches on the importance of having a clear understanding of the company's financial position and the need for regular financial reviews.

8. The eighth part of the document discusses the importance of having a strong operational strategy in place and the role of the operations department in implementing it. It also touches on the importance of having a clear understanding of the company's operational processes and the need for regular operational reviews.

9. The ninth part of the document discusses the importance of having a strong information technology strategy in place and the role of the IT department in implementing it. It also touches on the importance of having a clear understanding of the company's IT needs and the need for regular IT reviews.

10. The tenth part of the document discusses the importance of having a strong environmental strategy in place and the role of the environmental department in implementing it. It also touches on the importance of having a clear understanding of the company's environmental impact and the need for regular environmental reviews.

**SIMON WILLIS LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 JANUARY 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 represents net invoiced sales of goods, excluding value added tax.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

**2 CALLED UP SHARE CAPITAL**

**Allotted, issued and fully paid**

| Number | Class    | Nominal<br>value<br>£1 | 2010<br>£<br>20 | 2009<br>£<br>20 |
|--------|----------|------------------------|-----------------|-----------------|
| 20     | Ordinary |                        | <u>20</u>       | <u>20</u>       |