

**Financial Statements for the Year Ended 31st December 2019**

**for**

**DISCOUNT DEALS DIRECT LIMITED**

**Contents of the Financial Statements**  
**for the Year Ended 31st December 2019**

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	<b>Page</b>
<b>Company Information</b>	1
<b>Balance Sheet</b>	2
<b>Notes to the Financial Statements</b>	3

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**DISCOUNT DEALS DIRECT LIMITED**

**Company Information**  
**for the Year Ended 31st December 2019**

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**DIRECTOR:** A Malvanker

**SECRETARY:**

**REGISTERED OFFICE:** 74 Freer Road  
Aston  
Birmingham  
West Midlands  
B6 6NB

**REGISTERED NUMBER:** 08417607 (England and Wales)

**ACCOUNTANT:** A K & Co Accountants  
732 Walsall Road  
Great Barr  
Birmingham  
West Midlands  
B42 1EX

**BANKERS:** Lloyds TSB Bank Plc  
Great Hampton Street  
Business Partner  
PO Box 9363  
Birmingham  
B3 3ST

**DISCOUNT DEALS DIRECT LIMITED (Registered number: 08417607)****Balance Sheet**  
**31st December 2019**

	Notes	31.12.19 £	£	31.12.18 £	£
<b>FIXED ASSETS</b>					
Property, plant and equipment	4		7,824		9,622
<b>CURRENT ASSETS</b>					
Inventories	5	669		541	
Debtors	6	1,245		-	
Cash at bank and in hand		1,798		4,674	
		3,712		5,215	
<b>CREDITORS</b>					
Amounts falling due within one year	7	1,908		1,086	
<b>NET CURRENT ASSETS</b>			<b>1,804</b>		<b>4,129</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<b>9,628</b>		<b>13,751</b>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	8		100		100
Retained earnings			9,528		13,651
<b>SHAREHOLDERS' FUNDS</b>			<b>9,628</b>		<b>13,751</b>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2019 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 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

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 and authorised for issue on 5th March 2021 and were signed by:

A Malvanker - Director

**Notes to the Financial Statements**  
**for the Year Ended 31st December 2019**

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**1. STATUTORY INFORMATION**

DISCOUNT DEALS DIRECT 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**

Revenue is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Tangible fixed assets**

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

Fixtures and fittings 15% pa on reducing balance

Computers 15% pa on reducing balance

**Stocks**

Inventories are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Deferred tax**

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

**Notes to the Financial Statements - continued  
for the Year Ended 31st December 2019****3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 1 (2018 - 1) .

**4. PROPERTY, PLANT AND EQUIPMENT**

	<b>Fixtures and fittings £</b>	<b>Computer equipment £</b>	<b>Totals £</b>
<b>COST</b>			
At 1st January 2019 and 31st December 2019	<u>13,300</u>	<u>750</u>	<u>14,050</u>
<b>DEPRECIATION</b>			
At 1st January 2019	3,750	678	4,428
Charge for year	<u>1,685</u>	<u>113</u>	<u>1,798</u>
At 31st December 2019	<u>5,435</u>	<u>791</u>	<u>6,226</u>
<b>NET BOOK VALUE</b>			
At 31st December 2019	<u>7,865</u>	<u>(41)</u>	<u>7,824</u>
At 31st December 2018	<u>9,550</u>	<u>72</u>	<u>9,622</u>

**5. INVENTORIES**

	<b>31.12.19</b>	<b>31.12.18</b>
	£	£
Stocks	<u>669</u>	<u>541</u>

**6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>31.12.19</b>	<b>31.12.18</b>
	£	£
Trade debtors	<u>1,245</u>	<u>-</u>

**7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>31.12.19</b>	<b>31.12.18</b>
	£	£
Directors' current accounts	1,258	136
Accrued expenses	<u>650</u>	<u>950</u>
	<u>1,908</u>	<u>1,086</u>

**8. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:				
Number:	Class:	Nominal value:	31.12.19	31.12.18
			£	£
1	Ordinary Share	£1	100	100

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.