

**HOFFMAN MARKETING LTD**

**ACCOUNTING POLICIES**

**BASIS OF ACCOUNTING**

The accounts are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

**TURNOVER**

Turnover is the total amount receivable by the Company in the ordinary course of business for services provided, excluding VAT

**TANGIBLE FIXED ASSETS**

Tangible fixed assets are stated at cost

**DEPRECIATION**

Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following basis

Computer Equipment	33 $\frac{1}{3}$ %	straight line
Office Equipment	25%	reducing balance

**PENSION COSTS**

The Company operates a defined contribution scheme, on the advice of external actuaries, which is funded by payments to insurance companies. The pension costs charge represents contributions payable for the period by the Company and comprises past and current service contributions. The Company provides no other post retirement benefits to its employees.

**TAXATION**

The charge for taxation is based on the result for the year and takes into account taxation deferred because of timing differences between the treatment of certain items for taxation and accounting purposes.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more, or a right to pay less, tax in the future have occurred at the balance sheet date. Deferred tax balances are not discounted.



**HOFFMAN MARKETING LTD****BALANCE SHEET : 31ST MARCH 2012**

	<u>NOTES</u>	<u>2012</u>	<u>2011</u>
		<u>£</u>	<u>£</u>
<b>FIXED ASSETS</b>			
Tangible Assets	1	<u>796</u>	<u>1,456</u>
<b>CURRENT ASSETS</b>			
Debtors		3,042	7,125
Cash at Bank and in Hand		<u>42,947</u>	<u>20,478</u>
		45,989	27,603
<b>CURRENT LIABILITIES</b>			
Creditors Amounts Falling Due Within One Year		<u>22,491</u>	<u>16,453</u>
<b>NET CURRENT ASSETS</b>		<u>23,498</u>	<u>11,150</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		24,294	12,606
Provision for Liabilities		( - )	( - )
<b>NET ASSETS</b>		<u>24,294</u>	<u>12,606</u>
<b>CAPITAL AND RESERVES</b>			
Called-up Share Capital (Issued and Fully Paid £1 each)		1,000	1,000
Profit and Loss Account		<u>23,294</u>	<u>11,606</u>
		<u>24,294</u>	<u>12,606</u>

**DIRECTORS' STATEMENT:**

For the year ending 31st March 2012 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

**Directors' responsibilities:**

- The members have not required the Company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts,
- These abbreviated accounts have been prepared in accordance with the special provisions of the Companies Act 2006 applicable to companies subject to the small companies' regime

**APPROVED BY THE BOARD OF DIRECTORS AND SIGNED ON THEIR BEHALF BY:**

J HOFFMAN 

20 June 2012

**HOFFMAN MARKETING LTD**

**NOTES TO THE ACCOUNTS**

**1 TANGIBLE ASSETS**

	<b><u>OFFICE EQUIPMENT</u></b>	<b><u>COMPUTER EQUIPMENT</u></b>	<b><u>TOTAL</u></b>
	<b><u>£</u></b>	<b><u>£</u></b>	<b><u>£</u></b>
<b>Cost:</b>			
At 1st April 2011	659	4,208	4,867
Additions	<u>20</u>	<u>-</u>	<u>20</u>
At 31st March 2012	<u>679</u>	<u>4,208</u>	<u>4,887</u>
<b>Depreciation:</b>			
At 1st April 2011	451	2,960	3,411
Charge for year	<u>57</u>	<u>623</u>	<u>680</u>
At 31st March 2012	<u>508</u>	<u>3,583</u>	<u>4,091</u>
<b>Net Book Value:</b>			
At 31st March 2011	<u>208</u>	<u>1,248</u>	<u>1,456</u>
At 31st March 2012	<u>171</u>	<u>625</u>	<u>796</u>