

Registered Number 06883955

MARKET APPEAL LIMITED

Abbreviated Accounts

31 March 2010

## Balance Sheet as at 31 March 2010

	Notes	2010 £	£	
<b>Fixed assets</b>				
Intangible	2		500	
Tangible	3		<u>674</u>	-
Total fixed assets			1,174	
<b>Current assets</b>				
Debtors		10,504		
Cash at bank and in hand	4	11,085		
Total current assets		<u>21,589</u>	-	
<b>Creditors: amounts falling due within one year</b>	5	(13,142)		
Net current assets			8,447	
Total assets less current liabilities			<u>9,621</u>	-
<b>Creditors: amounts falling due after one year</b>	6	(19,700)		
Total net Assets (liabilities)			(10,079)	
<b>Capital and reserves</b>				
Called up share capital	7	1,000		
Profit and loss account		<u>(11,079)</u>		-
Shareholders funds		<u>(10,079)</u>		-

- a. For the year ending 31 March 2010 the company was entitled to exemption under section 477(2) of the Companies Act 2006.
- b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- c. The directors acknowledge their responsibility for:
  - i. ensuring the company keeps accounting records which comply with Section 386; and
  - ii. preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
- d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 28 June 2010

And signed on their behalf by:

D M Best, Director

**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 1068 of the Companies Act 2006.**

**Notes to the abbreviated accounts**

For the year ending 31 March 2010

**1 Accounting policies**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standards for Small Entities (effective January 2005)

**Turnover**

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

**Depreciation**

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Computer Equipment	33.33% Straight Line
Goodwill	20.00% Straight Line

**2 Intangible fixed assets**

Cost Or Valuation	£
Additions	600
At 31 March 2010	<u>600</u>
Depreciation	
Charge for year	100
At 31 March 2010	<u>100</u>
Net Book Value	
At 31 March 2010	<u>500</u>

**3 Tangible fixed assets**

Cost	£
At	
additions	934
disposals	
revaluations	
transfers	
At 31 March 2010	<u>934</u>
Depreciation	
At	
Charge for year	260
on disposals	
At 31 March 2010	<u>260</u>

Net Book Value  
At  
At 31 March 2010

674

**4 Cash at bank and in hand**

£11085

**5 Creditors: amounts falling due within one year**

	<b>2010</b>
	<b>£</b>
Trade creditors	110
Other creditors	7,719
Taxation and Social Security	<u>5,313</u>
	13,142

**6 Creditors: amounts falling due after more than one year**

	<b>2010</b>
	<b>£</b>
Other creditors	<u>19,700</u>
	19,700

**7 Share capital**

	<b>2010</b>
	<b>£</b>
Authorised share capital:	
Allotted, called up and fully paid:	
700 A Ordinary of £1.00 each	700
300 B Ordinary of £1.00 each	300

**8 Related party disclosures**

BBMR LLP, in which D M Best is a partner, loaned £19,700 to the company during the period. At 31 March 2010 the company owed £19,700 to BBMR LLP. BBMR LLP owns 300 ordinary B shares in the company.