

**DIRECT ONLINE DEALS LTD
UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2020**

DIRECT ONLINE DEALS LTD
UNAUDITED ACCOUNTS
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DIRECT ONLINE DEALS LTD
COMPANY INFORMATION
FOR THE YEAR ENDED 31 JULY 2020

Director	Hiten Rabheru
Company Number	12129622 (England and Wales)
Registered Office	20-22 Wenlock Road London N1 7GU ENGLAND
Accountants	Daniel Consultancy Morritt House 54-60 Station Approach South Ruislip Ruislip HA4 6SA

DIRECT ONLINE DEALS LTD
STATEMENT OF FINANCIAL POSITION
AS AT 31 JULY 2020

	Notes	2020 £
Fixed assets		
Tangible assets	4	2,617
Current assets		
Inventories		30,493
Debtors		634
Cash at bank and in hand		96,274
		<u>127,401</u>
Creditors: amounts falling due within one year		<u>(38,484)</u>
Net current assets		<u>88,917</u>
Total assets less current liabilities		<u>91,534</u>
Creditors: amounts falling due after more than one year		<u>(58,001)</u>
Net assets		<u>33,533</u>
Capital and reserves		
Called up share capital		1
Profit and loss account		33,532
Shareholders' funds		<u>33,533</u>

For the year ending 31 July 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The members have agreed to the preparation of abridged accounts for the year in accordance with Section 444(2A).

These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the provisions of FRS 102 Section 1A - Small Entities. The profit and loss account has not been delivered to the Registrar of Companies.

The financial statements were approved by the Board and authorised for issue on 20 October 2020 and were signed on its behalf by

Hiten Rabheru
Director

Company Registration No. 12129622

DIRECT ONLINE DEALS LTD
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2020

1 Statutory information

DIRECT ONLINE DEALS LTD is a private company, limited by shares, registered in England and Wales, registration number 12129622. The registered office is 20-22 Wenlock Road, London, N1 7GU, ENGLAND.

2 Compliance with accounting standards

The accounts have been prepared in accordance with the provisions of FRS 102 Section 1A Small Entities. There were no material departures from that standard.

3 Accounting policies

The principal accounting policies adopted in the preparation of the financial statements are set out below and have been consistently applied within the same accounts.

Basis of preparation

The accounts have been prepared under the historical cost convention as modified by the revaluation of certain fixed assets.

Presentation currency

The accounts are presented in £ sterling.

Tangible fixed assets and depreciation

Tangible assets are included at cost less depreciation and impairment. Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives:

Fixtures & fittings	25% Reducing Balance
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Inventories

Inventories have been valued at the lower of cost and estimated selling price less costs to complete and sell. In respect of work in progress and finished goods, cost includes a relevant proportion of overheads according to the stage of manufacturing/completion.

Financial instruments

The company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties.

Going concern

The director is assessing, on a daily basis, the impact of the significant uncertainty arising from the COVID-19 virus. Whilst the director appreciates there is a significant uncertainty surrounding the future economic climate, the company is well placed to address these impacts. The director is satisfied that the company will be able to satisfy its financial obligations for at least 12 months from the date of signature of the financial statements, which have been prepared on the going concern basis.

DIRECT ONLINE DEALS LTD
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2020

4 Tangible fixed assets

	Total £
Cost or valuation	
At 1 August 2019	-
Additions	2,818
At 31 July 2020	2,818
Depreciation	
Charge for the year	201
At 31 July 2020	201
Net book value	
At 31 July 2020	2,617

5 Average number of employees

During the year the average number of employees was 1.

