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COMPANY REGISTRATION NUMBER 05209715

OPTIMAL MEDIA SALES LIMITED
ABBREVIATED FINANCIAL STATEMENTS
FOR
THE YEAR ENDED
30 SEPTEMBER 2010



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OPTIMAL MEDIA SALES LIMITED
ABBREVIATED FINANCIAL STATEMENTS
PERIOD ENDED 30 SEPTEMBER 2010

CONTENTS	PAGE
Company Information	1
Abbreviated Balance Sheet	2-3
Notes to the abbreviated financial statements	4-6

OPTIMAL MEDIA SALES LIMITED

COMPANY INFORMATION

PERIOD ENDED 30 SEPTEMBER 2010

The director has pleasure in presenting his report and the unaudited financial statements of the company for the period from 1st October 2009 to 30th September 2010

PRINCIPAL ACTIVITIES

The principal activities of the company during the period were the provision of consultancy services and sales representation in the advertising media sector

THE DIRECTORS AND THEIR INTERESTS IN THE SHARES OF THE COMPANY

The directors who served the company during the period together with their beneficial interests in the shares of the company were as follows

	Ordinary Shares of £1 each	
	At 30 September 2010	At 30 September 2009
Mr M Lench	100	100

Registered Office

Commonwood Farm
Commonwood
Kings Langley
Hertfordshire
WD4 9BB

Approved by M Lench on 17 June 2011

OPTIMAL MEDIA SALES LIMITED

**ABBREVIATED BALANCE SHEET
AT 30 SEPTEMBER 2010**

	Note	2010		2009	
		£	£	£	£
FIXED ASSETS					
Tangible assets	2		12,572		15,074
CURRENT ASSETS					
Debtors		76,932		245,620	
Other debtors		10,083		1,793	
Directors Loan		96,816		47,500	
Prepayments		12,403		11,962	
		<u>196,234</u>		<u>306,875</u>	
CREDITORS					
Amounts falling due within one year	3	<u>305,998</u>		<u>453,327</u>	
NET CURRENT (LIABILITIES)			<u>(109,764)</u>		<u>(146,452)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>(97,192)</u>		<u>(131,378)</u>
CAPITAL AND RESERVES					
Share Capital	4		200		200
Profit and loss account			<u>(97,392)</u>		<u>(131,578)</u>
SHAREHOLDERS FUNDS			<u>(97,192)</u>		<u>(131,378)</u>

OPTIMAL MEDIA SALES LIMITED

**ABBREVIATED BALANCE SHEET
AT 30 SEPTEMBER 2010 (continued)**

Statement by the Director

The director acknowledges his responsibility for ensuring that

- (a) The company keeps accounting records which comply with *Section 386 of the Companies Act 2006*, and
- (b) The accounts prepared give a true and fair view of the state of affairs of the company as at 30 September 2010 and of its profit for the period then ended in accordance with the requirements of *Section 393 of the Companies Act 2006* and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006. For the year ending 30 September 2010 the company was entitled to exemption from audit under section 477(2) of the Companies Act 2006 relating to small companies. These accounts have been delivered in accordance with the provisions applicable to the small companies regime.



M Lench
17 June 2011

OPTIMAL MEDIA SALES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

PERIOD ENDED 30 SEPTEMBER 2010

1. ACCOUNTING POLICIES

Basis of accounting

The abbreviated financial statements have been prepared under historical cost accounting rules

Turnover

The turnover shown in the profit and loss account represents amounts invoiced and accrued during the financial year exclusive of Value Added Tax

Fixed assets

All fixed assets are initially recorded at cost

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Leasehold Improvements	33% reducing balance
Fixtures Fittings and Office Furniture	20% reducing balance
Equipment and Computer Software	33% reducing balance

OPTIMAL MEDIA SALES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

PERIOD ENDED 30 SEPTEMBER 2010

2. FIXED ASSETS

	Tangible Assets £
COST	
At 1st October 2009	75,277
Additions in period	2,791
Disposals in period	
At 30th September 2010	<u>78,068</u>
DEPRECIATION	
At 1st October 2009	60,203
Charge for the period	5,293
Disposals in period	
At 30th September 2010	<u>65,496</u>
NET BOOK VALUE	
At 30th September 2010	<u>12,572</u>

3. CREDITORS: Amounts falling due within one year

	2010 £	2009 £
Loan	-	34,000
Bank Overdraft	119,465	182,244
Trade Creditors	70,891	175,935
Corporation Tax	33,663	11,480
PAYE and social security	33,924	16,770
VAT	22,760	17,432
Other creditors and accruals	25,295	15,466
	<u>305,998</u>	<u>453,327</u>

OPTIMAL MEDIA SALES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

PERIOD ENDED 30 SEPTEMBER 2010

4. SHARE CAPITAL

Authorised share capital	2010
	£
10,000 Ordinary shares of £1 each	10,000

Allotted, called up and fully paid:	2010	
	No	£
Ordinary shares of £1 each	200	200