

CHERRY MARKETING LIMITED
DIRECTORS' REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2015

CHERRY MARKETING LIMITED

COMPANY INFORMATION

Directors	Mr D C Brown Mrs S J Brown
Secretary	Mrs S J Brown
Company number	03089188
Registered office	5 Muncaster Way West Haddon Northamptonshire United Kingdom NN6 7DU
Accountants	Burgis & Bullock Gethin House 36 Bond Street Nuneaton Warwickshire CV11 4DA

CHERRY MARKETING LIMITED

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CHERRY MARKETING LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2015

The directors present their report and financial statements for the year ended 31 December 2015.

Principal activities

The principal activity of the company continued to be that of design and marketing communications.

Directors

The following directors have held office since 1 January 2015:

Mr D C Brown

Mrs S J Brown

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

On behalf of the board

Mr D C Brown

Director

17 September 2016

CHERRY MARKETING LIMITED

CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE PREPARATION OF THE UNAUDITED STATUTORY FINANCIAL STATEMENTS OF CHERRY MARKETING LIMITED FOR THE YEAR ENDED 31 DECEMBER 2015

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Cherry Marketing Limited for the year ended 31 December 2015 set out on pages 3 to 9 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales, we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the Board of Directors of Cherry Marketing Limited, as a body, in accordance with the terms of our engagement letter dated 11 August 2015. Our work has been undertaken solely to prepare for your approval the financial statements of Cherry Marketing Limited and state those matters that we have agreed to state to the Board of Directors of Cherry Marketing Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Cherry Marketing Limited and its Board of Directors as a body, for our work or for this report.

It is your duty to ensure that Cherry Marketing Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Cherry Marketing Limited. You consider that Cherry Marketing Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Cherry Marketing Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Burgis & Bullock

17 September 2016

Chartered Accountants

Gethin House
36 Bond Street
Nuneaton
Warwickshire
CV11 4DA

CHERRY MARKETING LIMITED

PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2015

		2015	2014
	Notes	£	£
Turnover		7,201	8,775
Administrative expenses		(5,316)	(5,787)
		<hr/>	<hr/>
Profit on ordinary activities before taxation	2	1,885	2,988
Tax on profit on ordinary activities	3	-	-
		<hr/>	<hr/>
Profit for the year	8	1,885	2,988
		<hr/> <hr/>	<hr/> <hr/>

CHERRY MARKETING LIMITED

BALANCE SHEET

AS AT 31 DECEMBER 2015

	Notes	2015 £	£	2014 £	£
Fixed assets					
Tangible assets	4		6,733		7,214
Current assets					
Debtors	5	-		96	
Cash at bank and in hand		440		36	
		<u>440</u>		<u>132</u>	
Creditors: amounts falling due within one year	6	<u>(32,720)</u>		<u>(34,778)</u>	
Net current liabilities			<u>(32,280)</u>		<u>(34,646)</u>
Total assets less current liabilities			<u>(25,547)</u>		<u>(27,432)</u>
Capital and reserves					
Called up share capital	7		100		100
Profit and loss account	8		<u>(25,647)</u>		<u>(27,532)</u>
Shareholders' funds			<u>(25,547)</u>		<u>(27,432)</u>

CHERRY MARKETING LIMITED

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2015

For the financial year ended 31 December 2015 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 financial statements 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 financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and the Financial Reporting Standard for Smaller Entities (effective January 2015).

Approved by the Board for issue on 17 September 2016

Mr D C Brown
Director

Company Registration No. 03089188

CHERRY MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2015

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

1.3 Turnover

Turnover represents amounts receivable for design and marketing communication services net of VAT.

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Plant and machinery	25% on reducing balance
Computer equipment	25% on reducing balance
Fixtures, fittings & equipment	25% on reducing balance

1.5 Deferred taxation

Deferred tax is provided in full on timing differences which result in an obligation at the balance sheet date to pay more tax, or a right to pay less tax at a future date at rates expected to apply when they crystallise based on the current taxes rates and law. Timing differences arise from the inclusion of items of Income and expenditure in taxation computations in periods different from those in which they are included in financial statements. Deferred tax assets are recognised to the extent that it is recognised as more likely than not they will be recovered

1.6 Going concern

These accounts have been prepared on a going concern basis due to the company's continued support of its directors and shareholders.

2 Operating profit	2015	2014
	£	£
Operating profit is stated after charging:		
Depreciation of tangible assets	2,245	2,448
	<u> </u>	<u> </u>

CHERRY MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

3 Taxation

No liability to UK corporation tax arose on ordinary activities for the year ended 31 December 2015, nor for the year ended 31 December 2014.

4 Tangible fixed assets

	Plant and machinery etc £
Cost	
At 1 January 2015	18,950
Additions	1,764
	<hr/>
At 31 December 2015	20,714
	<hr/>
Depreciation	
At 1 January 2015	11,736
Charge for the year	2,245
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At 31 December 2015	13,981
	<hr/>
Net book value	
At 31 December 2015	6,733
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At 31 December 2014	7,214
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5 Debtors

	2015 £	2014 £
Other debtors	-	96
	<hr/>	<hr/>

CHERRY MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

6	Creditors: amounts falling due within one year	2015	2014
		£	£
	Trade creditors	-	2,796
	Taxation and social security	31	-
	Other creditors	32,689	31,982
		<u>32,720</u>	<u>34,778</u>
		<u><u>32,720</u></u>	<u><u>34,778</u></u>
7	Share capital	2015	2014
		£	£
	Allotted, called up and fully paid		
	100 Ordinary shares of £1 each	100	100
		<u>100</u>	<u>100</u>
		<u><u>100</u></u>	<u><u>100</u></u>
8	Statement of movements on profit and loss account		Profit and loss account
			£
	Balance at 1 January 2015		(27,532)
	Profit for the year		1,885
			<u>1,885</u>
	Balance at 31 December 2015		<u><u>(25,647)</u></u>
9	Control		
	The company is under the ultimate control of Mr D C Brown (director and majority shareholder).		
10	Deferred Tax		
	At the year end the company has an unprovided deferred tax asset of £5,639 (2014: £6,016) due to Corporation Tax losses available to carry forward against future profits of £6,986 (2014: £7,459) less capital allowances claimed in advance of depreciation of £1,347 (2014: £1,443).		

CHERRY MARKETING LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2015

11 Related party relationships and transactions

At 31 December 2015, the company owed Mr D C Brown £22,838 (2014: £22,181) and Mrs S J Brown £9,000 (2014: £9,000) which are included in other creditors. These amounts are interest free with no fixed date for repayment.

CHERRY MARKETING LIMITED

SCHEDULE OF ADMINISTRATIVE EXPENSES

FOR THE YEAR ENDED 31 DECEMBER 2015

	2015	2014
	£	£
Administrative expenses		
Use of residence as office	260	260
Telephone	675	643
Computer running costs	1,220	641
Accountancy	850	800
Bank charges	66	66
Sundry expenses	-	799
Depreciation on plant and machinery	59	79
Depreciation on fixtures, fittings and equipment	-	3
Loss on disposal of assets	-	130
Depreciation on computer equipment	2,186	2,366
	<hr/>	<hr/>
	5,316	5,787
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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.