

PURCHASE DIRECT LIMITED
ABBREVIATED UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2016

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FOR THE YEAR ENDED 31 AUGUST 2016**

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PURCHASE DIRECT LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 AUGUST 2016

DIRECTOR: R L Ashley

SECRETARY: I D Hicks

REGISTERED OFFICE: 4 Falcon Way
Shire Park
Welwyn Garden City
Hertfordshire
AL7 1TW

REGISTERED NUMBER: 03090591

ACCOUNTANTS: Barr & Associates
2nd Floor
Orion House
Bessemer Road
Welwyn Garden City
Hertfordshire
AL7 1HH

ABBREVIATED BALANCE SHEET
31 AUGUST 2016

	Notes	2016 £	£	2015 £	£
FIXED ASSETS					
Tangible assets	2		10,064		14,615
CURRENT ASSETS					
Stocks		610		590	
Debtors		1,045,786		1,026,193	
Cash at bank and in hand		430,298		293,648	
		<u>1,476,694</u>		<u>1,320,431</u>	
CREDITORS					
Amounts falling due within one year		<u>728,368</u>		<u>709,530</u>	
NET CURRENT ASSETS			<u>748,326</u>		<u>610,901</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>758,390</u>		<u>625,516</u>
PROVISIONS FOR LIABILITIES			<u>1,354</u>		<u>2,120</u>
NET ASSETS			<u><u>757,036</u></u>		<u><u>623,396</u></u>
CAPITAL AND RESERVES					
Called up share capital	3		2		2
Profit and loss account			<u>757,034</u>		<u>623,394</u>
SHAREHOLDERS' FUNDS			<u><u>757,036</u></u>		<u><u>623,396</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 August 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 August 2016 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395
- (b) and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

ABBREVIATED BALANCE SHEET - continued
31 AUGUST 2016

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 17 May 2017 and were signed by:

R L Ashley - Director

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2016

1. **ACCOUNTING POLICIES**

Accounting convention

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

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 33% on cost
Office Equipment	- 33% on cost

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Deferred tax

The charge for taxation takes into account taxation deferred as a result of timing differences between the treatment of certain items for taxation and accounting purposes. In general, deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date. However, deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred taxation is measured on a non-discounted basis at the average tax rates that would apply when the timing differences are expected to reverse, based on tax rates and laws that have been enacted by the balance sheet date.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 AUGUST 2016

2. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 September 2015	101,833
Additions	<u>2,691</u>
At 31 August 2016	<u>104,524</u>
DEPRECIATION	
At 1 September 2015	87,218
Charge for year	<u>7,242</u>
At 31 August 2016	<u>94,460</u>
NET BOOK VALUE	
At 31 August 2016	<u>10,064</u>
At 31 August 2015	<u>14,615</u>

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2016 £	2015 £
50	Ordinary	£0.02	<u>2</u>	<u>2</u>

4. RELATED PARTY DISCLOSURES

The bank overdraft facility is personally guaranteed by the director of the company.

YF&I Ltd

A company in which R Ashley is a shareholder.

Included in other debtors is an amount of £125,107 (2015 - £1,845) owed by YF&I Ltd. Included in trade debtors is a balance of £89,264 (2015 - £223,426) due from YF&I Limited. YF&I Ltd charged management fees of £33,000 (2015 - £40,000) to Purchase Direct Limited during the year. Sales of £226,211 (2015 - £243,426) was charged from Purchase Direct Limited to YF&I Ltd.

Outsourced Telecom Limited

A company in which F Ashley is a shareholder and wife of R Ashley

Included in other debtors is a balance of £79,258 (2015 - £31,977) due from Outsourced Telecom Limited. Included in trade debtors is a balance of £25,486 (2015 - £26,987) due from Outsourced Telecom Limited and in trade creditors is a balance of £15,961 (2015 - £9,960) owing to Outsourced Telecom Limited. Outsourced Telecom Limited charged management fees of £30,000 (2015 - £12,000) and telephone cost of £2,497 (2015 - £nil) to Purchase Direct Limited during the year. Sales of £81,756 (2015 - £50,931) was charged from Purchase Direct Limited to Outsourced Telecom Limited.

**NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 AUGUST 2016**

5. ULTIMATE CONTROLLING PARTY

The director R Ashley is the ultimate controller of the company by virtue of his shareholding.

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.