

**REGISTERED NUMBER: 05777683 (England and Wales)**

**ABBREVIATED UNAUDITED ACCOUNTS  
FOR THE PERIOD 12 APRIL 2006 TO 31 MARCH 2007  
FOR  
BRAND ESSENCE LIMITED**

**TUESDAY**



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**29/01/2008**

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**COMPANIES HOUSE**

**BRAND ESSENCE LIMITED**

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FOR THE PERIOD 12 APRIL 2006 TO 31 MARCH 2007**

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**BRAND ESSENCE LIMITED**  
**COMPANY INFORMATION**  
**FOR THE PERIOD 12 APRIL 2006 TO 31 MARCH 2007**

<b>DIRECTOR:</b>	Ms J L Howard
<b>SECRETARY:</b>	L Howard
<b>REGISTERED OFFICE:</b>	87 Talbot Street Nottingham NG1 5GN
<b>REGISTERED NUMBER</b>	05777683 (England and Wales)
<b>ACCOUNTANTS:</b>	Smith Emmerson Accountants LLP 87 Talbot Street Nottingham NG1 5GN

**BRAND ESSENCE LIMITED**  
**ABBREVIATED BALANCE SHEET**  
**31 MARCH 2007**

	Notes	£	£
<b>FIXED ASSETS</b>			
Tangible assets	2		7,774
<b>CURRENT ASSETS</b>			
Debtors		872	
Cash at bank		11,827	
		<u>12,699</u>	
<b>CREDITORS</b>			
Amounts falling due within one year		<u>17,737</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(5,038)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			2,736
<b>PROVISIONS FOR LIABILITIES</b>			<u>191</u>
<b>NET ASSETS</b>			<u><u>2,545</u></u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	3		100
Profit and loss account			<u>2,445</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>2,545</u></u>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the period ended 31 March 2007

The members have not required the company to obtain an audit of its financial statements for the period ended 31 March 2007 in accordance with Section 249B(2) of the Companies Act 1985

The director acknowledges her responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 and
- (b) 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 Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

The financial statements were approved by the director on 23/1/08 and were signed by

  
Ms J L Howard - Director

# **BRAND ESSENCE LIMITED**

## **NOTES TO THE ABBREVIATED ACCOUNTS FOR THE PERIOD 12 APRIL 2006 TO 31 MARCH 2007**

### **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 2005)

#### **Turnover**

Turnover represents net invoiced sales of services, 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

Plant and machinery etc - 25% on reducing balance

#### **Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at 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

### **2 TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
Additions	9,749
At 31 March 2007	<u>9,749</u>
<b>DEPRECIATION</b>	
Charge for period	1,975
At 31 March 2007	<u>1,975</u>
<b>NET BOOK VALUE</b>	
At 31 March 2007	<u><u>7,774</u></u>

### **3 CALLED UP SHARE CAPITAL**

Authorised, allotted, issued and fully paid  
Number Class

		Nominal value £1	£
100	Ordinary		<u><u>100</u></u>