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Registered number
FC016948

Alpha Marketing & Consulting Limited

Report and Accounts

31 December 2017

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Alpha Marketing & Consulting Limited
Registered number: FC016948
Director's Report

The director presents his report and accounts for the year ended 31 December 2017.

Principal activities

The company's principal activity during the year continued to be the provision of marketing and consulting services.

Directors

The following persons served as directors during the year:

J M Bloch

Small company provisions

This report has been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

This report was approved by the board on 7 March 2018 and signed on its behalf.



J M Bloch
Director

Alpha Marketing & Consulting Limited
Profit and Loss Account
for the year ended 31 December 2017

	2017 £	2016 £
Turnover	4,080	8,080
Cost of sales	-	(24,000)
Gross profit/(loss)	4,080	(15,920)
Administrative expenses	(2,700)	(2,048)
Operating profit/(loss)	1,380	(17,968)
Gain/(loss) on revaluation of investments	5,265	(1,443)
Income from investments	1,658	1,533
Profit/(loss) before taxation	8,303	(17,878)
Tax on profit/(loss)	-	-
Profit/(loss) for the financial year	<u>8,303</u>	<u>(17,878)</u>

Alpha Marketing & Consulting Limited
Registered number: FC016948
Balance Sheet
as at 31 December 2017

	Notes	2017 £	2016 £
Fixed assets			
Tangible assets	3	48	64
Investments	4	82,279	77,014
		<u>82,327</u>	<u>77,078</u>
Current assets			
Debtors	5	10,180	12,530
Cash at bank and in hand		18,637	18,475
		<u>28,817</u>	<u>31,005</u>
Creditors: amounts falling due within one year	6	(1,630)	(6,872)
Net current assets		<u>27,187</u>	<u>24,133</u>
Net assets		<u>109,514</u>	<u>101,211</u>
Capital and reserves			
Called up share capital		55,200	55,200
Profit and loss account		54,314	46,011
Shareholders' funds		<u>109,514</u>	<u>101,211</u>

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.



J M Bloch
Director

Approved by the board on 7 March 2018

Alpha Marketing & Consulting Limited
Statement of Changes in Equity
for the year ended 31 December 2017

	Share capital	Profit and loss account	Total
	£	£	£
At 1 January 2016	55,200	63,889	119,089
Loss for the financial year		(17,878)	(17,878)
At 31 December 2016	<u>55,200</u>	<u>46,011</u>	<u>101,211</u>
At 1 January 2017	55,200	46,011	101,211
Profit for the financial year		8,303	8,303
At 31 December 2017	<u>55,200</u>	<u>54,314</u>	<u>109,514</u>

Alpha Marketing & Consulting Limited
Notes to the Accounts
for the year ended 31 December 2017

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

Intangible fixed assets

Intangible fixed assets are measured at cost less accumulative amortisation and any accumulative impairment losses.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Plant and machinery

25% Reducing Balance

Investments

Investments in subsidiaries, associates and joint ventures are measured at cost less any accumulated impairment losses. Listed investments are measured at fair value. Unlisted investments are measured at fair value unless the value cannot be measured reliably, in which case they are measured at cost less any accumulated impairment losses. Changes in fair value are included in the profit and loss account.

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Alpha Marketing & Consulting Limited
Notes to the Accounts
for the year ended 31 December 2017

Taxation

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

Foreign currency translation

Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction. At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

2 Intangible fixed assets

£

Website:

Cost

At 1 January 2017	7,000
At 31 December 2017	<u>7,000</u>

Amortisation

At 1 January 2017	7,000
At 31 December 2017	<u>7,000</u>

Net book value

At 31 December 2017	<u>-</u>
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Expenditure on the website is being written off in equal annual instalments over its estimated economic life of 5 years.

Alpha Marketing & Consulting Limited
Notes to the Accounts
for the year ended 31 December 2017

3 Tangible fixed assets

	Plant and machinery etc £
Cost	
At 1 January 2017	7,256
At 31 December 2017	<u>7,256</u>
Depreciation	
At 1 January 2017	7,192
Charge for the year	16
At 31 December 2017	<u>7,208</u>
Net book value	
At 31 December 2017	<u>48</u>
At 31 December 2016	<u>64</u>

4 Investments

	Other investments £
Cost	
At 1 January 2017	77,014
Revaluation	5,265
At 31 December 2017	<u>82,279</u>
Historical cost	
At 1 January 2017	<u>70,774</u>
At 31 December 2017	<u>70,774</u>

5 Debtors

	2017 £	2016 £
Trade debtors	<u>10,180</u>	<u>12,530</u>

6 Creditors: amounts falling due within one year

	2017 £	2016 £
Other creditors	<u>1,630</u>	<u>6,872</u>

Alpha Marketing & Consulting Limited
Notes to the Accounts
for the year ended 31 December 2017

7 Other information

Alpha Marketing & Consulting Limited is a private company limited by shares and incorporated in the United States of America. Its registered office is:
1621 Central Avenue
Cheyenne
Wyoming 82001
USA