

Registered Number 07135054

STRATEGIC RETAIL MARKETING LIMITED

Abbreviated Accounts

31 March 2015

	<i>Notes</i>	<i>2015</i>	<i>2014</i>
		<i>£</i>	<i>£</i>
Current assets			
Debtors		77,357	90,504
Cash at bank and in hand		218	3,778
		<u>77,575</u>	<u>94,282</u>
Creditors: amounts falling due within one year		(105,905)	(122,498)
Net current assets (liabilities)		<u>(28,330)</u>	<u>(28,216)</u>
Total assets less current liabilities		<u>(28,330)</u>	<u>(28,216)</u>
Total net assets (liabilities)		<u>(28,330)</u>	<u>(28,216)</u>
Capital and reserves			
Called up share capital	2	100	100
Profit and loss account		(28,430)	(28,316)
Shareholders' funds		<u>(28,330)</u>	<u>(28,216)</u>

- For the year ending 31 March 2015 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 7 September 2016

And signed on their behalf by:

J White, Director

Notes to the Abbreviated Accounts for the period ended 31 March 2015

1 Accounting Policies

Basis of measurement and preparation of accounts

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective April 2008.

Turnover policy

Turnover represents the amount receivable for goods and services net of VAT and trade discounts.

2 Called Up Share Capital

Allotted, called up and fully paid:

	<i>2015</i>	<i>2014</i>
	<i>£</i>	<i>£</i>
100 Ordinary shares of £1 each	100	100

3 Transactions with directors

Name of director receiving advance or credit:	J White
Description of the transaction:	Balance owing to director
Balance at 1 April 2014:	-
Advances or credits made:	£ 261
Advances or credits repaid:	-
Balance at 31 March 2015:	<u>£ 261</u>
