

Registered number 07075792

RETAIL MONEY MARKET LIMITED

UNAUDITED

ABBREVIATED ACCOUNTS

FOR THE PERIOD ENDED 31 MARCH 2011

TUESDAY



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02/08/2011

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COMPANIES HOUSE

**RETAIL MONEY MARKET LIMITED
REGISTERED NUMBER 07075792**

**ABBREVIATED BALANCE SHEET
AS AT 31 MARCH 2011**

	Note	£	2011 £
FIXED ASSETS			
Tangible assets	2		6,680
CURRENT ASSETS			
Debtors		332,252	
Cash at bank and in hand		260,272	
		<u>592,524</u>	
CREDITORS . amounts falling due within one year		<u>(244,465)</u>	
NET CURRENT ASSETS			<u>348,059</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u><u>354,739</u></u>
CAPITAL AND RESERVES			
Called up share capital	3		2
Share premium account			849,699
Profit and loss account			<u>(494,962)</u>
SHAREHOLDERS' FUNDS			<u><u>354,739</u></u>

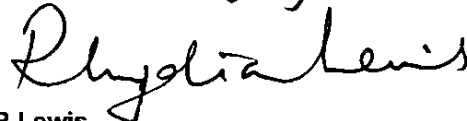
The directors consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the period in question in accordance with section 476 of the Act

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 March 2011 and of its loss for the period then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf on 14th July 2011



P W Behrens
Director



A R Lewis
Director

The notes on pages 2 to 3 form part of these financial statements

RETAIL MONEY MARKET LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE PERIOD ENDED 31 MARCH 2011**

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2 Turnover

Turnover comprises revenue recognised by the company in respect of services supplied, exclusive of Value Added Tax

1.3 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 of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

Fixtures & fittings	-	33 33% straight line
Office equipment	-	33 33% straight line

1.4 Operating leases

Rentals under operating leases are charged to the Profit and Loss Account on a straight line basis over the lease term

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate

1.5 Research and development

Development costs are capitalised within intangible assets where they can be identified with a specific product or project anticipated to produce future benefits, and are amortised on the straight line basis over the anticipated life of the benefits arising from the completed product or project

Deferred research and development costs are reviewed annually, and where future benefits are deemed to have ceased or to be in doubt, the balance of any related research and development is written off to the Profit and Loss Account

1.6 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax assets and liabilities are not discounted

RETAIL MONEY MARKET LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE PERIOD ENDED 31 MARCH 2011

2. TANGIBLE FIXED ASSETS

	£
Cost	
At 13 November 2009	-
Additions	8,699
	<u>8,699</u>
At 31 March 2011	<u>8,699</u>
Depreciation	
At 13 November 2009	-
Charge for the period	2,019
	<u>2,019</u>
At 31 March 2011	<u>2,019</u>
Net book value	
At 31 March 2011	<u><u>6,680</u></u>

3. SHARE CAPITAL

	2011 £
Allotted, called up and fully paid	
2,040,448 Ordinary shares of £0 000001 each	<u><u>2</u></u>

On incorporation, 100 ordinary shares of £0 01 each were allotted and fully paid at par. Subsequently these were converted to 1,000,000 ordinary shares of £0 000001. During the year a further 1,040,448 ordinary shares of £0 000001 were allotted and paid for a consideration of £849,700.