

Registered Number 06130283

IN2ACTION MARKETING & MEDIA LTD

Abbreviated Accounts

29 February 2012

Balance Sheet as at 29 February 2012

	Notes	2012		2011	
		£	£	£	£
Fixed assets					
Tangible	2		447		994
Total fixed assets			447		994
Current assets					
Debtors		19,696		19,696	
Cash at bank and in hand		22,775		23,272	
Total current assets		<u>42,471</u>		<u>42,968</u>	
Creditors: amounts falling due within one year		(33,044)		(32,998)	
Net current assets			9,427		9,970
Total assets less current liabilities			<u>9,874</u>		<u>10,964</u>
Total net Assets (liabilities)			9,874		10,964
Capital and reserves					
Called up share capital	3		2		2
Profit and loss account			<u>9,872</u>		<u>10,962</u>
Shareholders funds			<u>9,874</u>		<u>10,964</u>

- a. For the year ending 29 February 2012 the company was entitled to exemption under section 477(2) of the Companies Act 2006.
- b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- c. The directors acknowledge their responsibility for:
 - i. ensuring the company keeps accounting records which comply with Section 386; and
 - ii. preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
- d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 09 April 2012

And signed on their behalf by:

M de Jong, Director

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 1068 of the Companies Act 2006.

Notes to the abbreviated accounts

For the year ending 29
February 2012

1 **Accounting policies**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Plant and Machinery 33.00% Straight Line

2 **Tangible fixed assets**

Cost	£
At 28 February 2011	1,923
additions	
disposals	
revaluations	
transfers	
At 29 February 2012	<u>1,923</u>
Depreciation	
At 28 February 2011	929
Charge for year	547
on disposals	
At 29 February 2012	<u>1,476</u>
Net Book Value	
At 28 February 2011	994
At 29 February 2012	<u>447</u>

3 **Share capital**

	2012	2011
	£	£
Authorised share capital:		
Allotted, called up and fully paid:		
2 Ordinary of £1.00 each	2	2