

Abbreviated Unaudited Accounts for the Year Ended 30 April 2011

for

White Rose Sales & Marketing Ltd

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COMPANIES HOUSE

White Rose Sales & Marketing Ltd (Registered number: 6210515)

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for the Year Ended 30 April 2011**

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White Rose Sales & Marketing Ltd

**Company Information
for the Year Ended 30 April 2011**

DIRECTORS: G Freer
Mrs J Freer

SECRETARY: Mrs J Freer

REGISTERED OFFICE 19 Railway Street
Pocklington
York
YO42 2QR

REGISTERED NUMBER: 6210515

ACCOUNTANTS: Kaye Middleton & Co
19 Railway Street
Pocklington
York
East Yorkshire
YO42 2QR

White Rose Sales & Marketing Ltd (Registered number. 6210515)

**Abbreviated Balance Sheet
30 April 2011**

	Notes	2011 £	£	2010 £	£
FIXED ASSETS					
Tangible assets	2		855		1,140
CURRENT ASSETS					
Stocks		-		415	
Debtors		211,100		275,057	
Cash at bank and in hand		277,344		110,162	
		<u>488,444</u>		<u>385,634</u>	
CREDITORS					
Amounts falling due within one year		189,703		176,582	
NET CURRENT ASSETS			<u>298,741</u>		<u>209,052</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>299,596</u>		<u>210,192</u>
CAPITAL AND RESERVES					
Called up share capital	3		2		2
Profit and loss account			299,594		210,190
SHAREHOLDERS' FUNDS			<u>299,596</u>		<u>210,192</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2011

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2011 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 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 Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

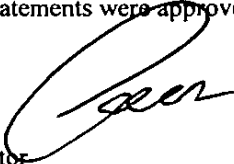
The notes form part of these abbreviated accounts

White Rose Sales & Marketing Ltd (Registered number: 6210515)

Abbreviated Balance Sheet - continued
30 April 2011

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the Board of Directors on 9 June 2011 and were signed on its behalf by



G Freer - Director



Mrs J Freer - Director

The notes form part of these abbreviated accounts

Notes to the Abbreviated Accounts
for the Year Ended 30 April 2011

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 April 2008)

Turnover

Turnover represents net invoiced sales of goods, 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

Fixtures and fittings - 25% on reducing balance

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items

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 £
COST	
At 1 May 2010 and 30 April 2011	2,383
DEPRECIATION	
At 1 May 2010	1,243
Charge for year	285
At 30 April 2011	1,528
NET BOOK VALUE	
At 30 April 2011	855
At 30 April 2010	1,140

White Rose Sales & Marketing Ltd (Registered number: 6210515)

**Notes to the Abbreviated Accounts - continued
for the Year Ended 30 April 2011**

3 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value £1	2011 £	2010 £
2	Ordinary		<u>2</u>	<u>2</u>

White Rose Sales & Marketing Ltd

**Report of the Accountants to the Directors of
White Rose Sales & Marketing Ltd**

The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to five) have been prepared.

As described on the balance sheet you are responsible for the preparation of the financial statements for the year ended 30 April 2011 set out on pages three to eight and you consider that the company is exempt from an audit

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us

Kaye Middleton & Co
19 Railway Street
Pocklington
York
East Yorkshire
YO42 2QR

9 June 2011

This page does not form part of the abbreviated accounts
