

Brand Logic Europe Limited
FILLETED ACCOUNTS COVER

Brand Logic Europe Limited

Company No. 05799191

Information for Filing with The Registrar

30 September 2019

Brand Logic Europe Limited

DIRECTORS REPORT REGISTRAR

The Directors present their report and the accounts for the year ended 30 September 2019.

Principal activities

The principal activity of the company during the year under review was that of a stock clearance company.

Directors

The Directors who served at any time during the year were as follows:

O.A. Earle Marsh

M. Pearson

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006.

Signed on behalf of the board

M. Pearson

Director

29 June 2020

Brand Logic Europe Limited
BALANCE SHEET REGISTRAR
at 30 September 2019
Company No. 05799191

	Notes	2019 £	2018 £
Fixed assets			
Tangible assets	4	3,517	1,262
		<u>3,517</u>	<u>1,262</u>
Current assets			
Stocks	5	620,000	525,138
Debtors	6	248,958	157,025
Cash at bank and in hand		100,400	20,025
		<u>969,358</u>	<u>702,188</u>
Creditors: Amount falling due within one year	7	<u>(686,666)</u>	<u>(493,543)</u>
Net current assets		<u>282,692</u>	<u>208,645</u>
Total assets less current liabilities		<u>286,209</u>	<u>209,907</u>
Net assets		<u>286,209</u>	<u>209,907</u>
Capital and reserves			
Called up share capital		800	800
Share premium account	8	9,900	9,900
Capital redemption reserve	8	99,900	99,900
Profit and loss account	8	175,609	99,307
Total equity		<u>286,209</u>	<u>209,907</u>

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime of the Companies Act 2006.

For the year ended 30 September 2019 the company was entitled to exemption from audit 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 Companies Act 2006 with respect to accounting records and the preparation of accounts.

As permitted by section 444 (5A) of the Companies Act 2006 the directors have not delivered to the Registrar a copy of the company's profit and loss account.

Approved by the board on 29 June 2020

And signed on its behalf by:

M. Pearson
 Director
 29 June 2020

**Brand Logic Europe Limited NOTES
TO THE ACCOUNTS REGISTRAR
for the year ended 30 September 2019**

1 General information

Its registered number is: 05799191

Its registered office is:

Castle Court

1 Castle Street

Portchester

Hampshire

PO16 9QD

The functional and presentational currency of the company is Sterling. The accounts are rounded to the nearest pound.

The accounts have been prepared in accordance with FRS 102 Section 1A - The Financial Reporting Standard applicable in the UK and Republic of Ireland (March 2018) and the Companies Act 2006. The March 2018 edition of FRS 102 includes amendments arising from the Financial Reporting Council's triennial review of the standard. There is no material effect on the amounts recognised in these financial statements as a result of early adopting these amendments.

2 Accounting policies

Turnover

Turnover is measured at the fair value of the consideration received or receivable. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Revenue from the sale of goods is recognised when all the following conditions are satisfied:

- the Company has transferred to the buyer the significant risks and rewards of ownership of the goods;
 - the Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
 - the amount of revenue can be measured reliably;
 - it is probable that the economic benefits associated with the transaction will flow to the Company;
- and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Specifically, revenue from the sale of goods is recognised when goods are delivered and legal title is passed.

Tangible fixed assets and depreciation

Tangible fixed assets held for the company's own use are stated at cost less accumulated depreciation and accumulated impairment losses.

At each balance sheet date, the company reviews the carrying amount of its tangible fixed assets to determine whether there is any indication that any items have suffered an impairment loss. If any such indication exists, the recoverable amount of an asset is estimated in order to determine the extent of the impairment loss.

Depreciation is provided at the following annual rates in order to write off the cost or valuation less the estimated residual value of each asset over its estimated useful life:

Motor vehicles	25% Reducing balance
Furniture, fittings and equipment	25% Reducing balance

Taxation

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the profit and loss account because of items of income or expense that are taxable or deductible in other years and items that are never taxable or deductible. The Company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit.

Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are generally recognised for all deductible timing differences to the extent that it is probable that taxable profits will be available against which those deductible temporary differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period.

Current or deferred tax for the year is recognised in profit or loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively

Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Costs, which comprise direct production costs, are based on the method most appropriate to the type of inventory class, but usually on a first-in-first-out basis. Overheads are charged to profit or loss as incurred. Net realisable value is based on the estimated selling price less any estimated completion or selling costs.

When stocks are sold, the carrying amount of those stocks is recognised as an expense in the period in which the related revenue is recognised. The amount of any write-down of stocks to net realisable value and all losses of stocks are recognised as an expense in the period in which the write-down or loss occurs. The amount of any reversal of any write-down of stocks is recognised as a reduction in the amount of inventories recognised as an expense in the period in which the reversal occurs.

Work in progress is reflected in the accounts on a contract by contract basis by recording revenue and related costs as contract activity progresses.

Trade and other debtors

Trade and other debtors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method, less impairment losses for bad and doubtful debts.

Trade and other creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

Foreign currencies

The functional and presentational currency of the company is Sterling. The accounts are rounded to the nearest pound.

Transactions in currencies, other than the functional currency of the Company, are recorded at the rate of exchange on the date the transaction occurred. Monetary items denominated in other currencies are translated at the rate prevailing at the end of the reporting period. all differences are taken to the profit and loss account. Non-monetary items that are measured at historic cost in a foreign currency are not retranslated.

Leased assets

Where the company enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.

Leases which do not transfer substantially all the risks and rewards of ownership to the Company are classified as operating leases.

Assets held under finance leases are initially recognised as assets of the Company at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation. Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately in profit or loss, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the Company's policy on borrowing costs (see the accounting policy above).

Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.

In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Defined contribution pensions

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations.

The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Provisions

Provisions are made where an event has taken place that gives the Company a legal or constructive obligation that probably requires settlement by a transfer of economic benefit, and a reliable estimate can be made of the amount of the obligation.

Provisions are charged as an expense to the profit and loss account in the year that the Company becomes aware of the obligation, and are measured at the best estimate at balance sheet date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the balance sheet.

3 Employees

	2019	2018
	Number	Number
The average number of persons employed during the year :	10	8

4 Tangible fixed assets

	Fixtures, fittings and equipment £	Total £
Cost or revaluation		
At 1 October 2018	5,204	5,204
Additions	2,570	2,570
At 30 September 2019	<u>7,774</u>	<u>7,774</u>
Depreciation		
At 1 October 2018	3,942	3,942
Charge for the year	315	315
At 30 September 2019	<u>4,257</u>	<u>4,257</u>
Net book values		
At 30 September 2019	<u>3,517</u>	<u>3,517</u>
At 30 September 2018	<u>1,262</u>	<u>1,262</u>

5 Stocks

	2019 £	2018 £
Finished goods	620,000	525,138
	<u>620,000</u>	<u>525,138</u>

6 Debtors

	2019 £	2018 £
Trade debtors	208,194	129,661
VAT recoverable	24,996	11,890
Other debtors	4,000	4,000
Prepayments and accrued income	11,768	11,474
	<u>248,958</u>	<u>157,025</u>

7 Creditors:

amounts falling due within one year

	2019 £	2018 £
Bank loans and overdrafts	-	1,750
Other loans	101,928	84,002
Trade creditors	403,095	213,406
Corporation tax	18,926	13,304
Other taxes and social security	6,618	2,344
Loans from directors	148,449	175,483
Other creditors	7,649	3,254
Accruals and deferred income	1	-
	<u>686,666</u>	<u>493,543</u>

8 Reserves

	Capital redemption reserve £	Total other reserves £
At 1 October 2017	99,900	99,900
At 30 September 2018 and 1 October 2018	99,900	99,900
At 30 September 2019	99,900	99,900

Capital redemption reserve - records the nominal value of shares repurchased by the company.

Share premium account - includes any premiums received on issue of share capital. Any transaction costs associated with the issuing of shares are deducted from share premium.

Profit and loss account - includes all current and prior period retained profits and losses.

9 Commitments

Capital commitments	2019	2018
	£	£

Other financial commitments	2019	2018
	£	£

Pension commitments

Auto enrolment

	2019	2018
	£	£
Unpaid contributions due to the fund are included in other creditors and amounted to:	<u>1,178</u>	<u>469</u>

10 Related party disclosures

Transactions with related parties	2019	2018
	£	£
<i>Name of related party</i>	M. Pearson	
<i>Description of relationship between the parties</i>	Director	
<i>Description of transaction and general amounts involved</i>	Director's Loan Account	
<i>Amount due from/(to) the related party</i>	(148,449)	(175,483)
<i>Provision for doubtful debts due from the related party</i>	-	-
<i>Amounts written off in the period in respect of debts from/(to) the related party</i>	-	-

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 1072 of the Companies Act 2006.