

MIRA INFORM REPORT

Report No. :	538158
Report Date :	03.11.2018

IDENTIFICATION DETAILS

Name :	PURSUIT OF EXCELLENCE GROUP LTD
Formerly Known As :	PURSUIT OF EXCELLENCE AIRLINE TRAINING LIMITED
Registered Office :	The Colmore Building, 20 Colmore Circus, Birmingham, B4 6at
Country :	United Kingdom
Financials (as on) :	31.01.2018
Date of Incorporation :	16.01.2014
Com. Reg. No.:	08848136
Legal Form :	Private limited with Share Capital
Line of Business :	Retail sale of computers, peripheral units and software in specialised stores
No. of Employees :	Not available

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Maximum Credit Limit :	£75,000
Status :	Satisfactory
Payment Behaviour :	Slow but Correct
Litigation :	Clear

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NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
United Kingdom	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

UNITED KINGDOM - ECONOMIC OVERVIEW

The UK, a leading trading power and financial center, is the third largest economy in Europe after Germany and France. Agriculture is intensive, highly mechanized, and efficient by European standards, producing about 60% of food needs with less than 2% of the labor force. The UK has large coal, natural gas, and oil resources, but its oil and natural gas reserves are declining; the UK has been a net importer of energy since 2005. Services, particularly banking, insurance, and business services, are key drivers of British GDP growth. Manufacturing, meanwhile, has declined in importance but still accounts for about 10% of economic output.

In 2008, the global financial crisis hit the economy particularly hard, due to the importance of its financial sector. Falling home prices, high consumer debt, and the global economic slowdown compounded the UK's economic problems, pushing the economy into recession in the latter half of 2008 and prompting the then BROWN (Labour) government to implement a number of measures to stimulate the economy and stabilize the financial markets. Facing burgeoning public deficits and debt levels, in 2010 the then CAMERON-led coalition government (between Conservatives and Liberal Democrats) initiated an austerity program, which has continued under the Conservative government. However, the deficit still remains one of the highest in the G7, standing at 3.6% of GDP as of 2017, and the UK has pledged to lower its corporation tax from 20% to 17% by 2020. The UK had a debt burden of 90.4% GDP at the end of 2017.

The UK economy has begun to slow since the referendum vote to leave the EU in June 2016. A sustained depreciation of the British pound has increased consumer and producer prices, weighing on consumer spending without spurring a meaningful increase in exports. The UK has an extensive trade relationship with other EU members through its single market membership, and economic observers have warned the exit will jeopardize its position as the central location for European financial services. Prime Minister MAY is seeking a new "deep and special" trade relationship with the EU following the UK's exit. However, economists doubt that the UK will be able to preserve the benefits of EU membership without the obligations. The UK is expected to officially leave the EU by the end of March 2019.

Source : CIA

COMPANY NAME AND ADDRESS

Company Name: PURSUIT OF EXCELLENCE GROUP LTD
Company No: 08848136
Company Status: Active - Accounts Filed
Credit Limit: £75,000
Status: Active
Registered Address: THE COLMORE BUILDING 20 COLMORE CIRCUS BIRMINGHAM B4 6AT

COMPANY NAME

PURSUIT OF EXCELLENCE GROUP LTD

COMPANY NUMBER

08848136

COMPANY SUMMARY

Registered Address THE COLMORE BUILDING
20 COLMORE CIRCUS
BIRMINGHAM
B4 6AT
Trading Address The Colmore Building
20 Colmore Circus
Birmingham
B4 6AT
B4 6AT
Website Address -
Telephone Number -
Fax Number -
TPS -
FPS Yes
Incorporation Date 16/01/2014
Previous Name PURSUIT OF EXCELLENCE AIRLINE TRAINING LIMITED
Type Private limited with Share Capital
FTSE Index -
Date of Change 08/11/2017
Filing Date of Accounts 20/09/2018
Currency GBP
Share Capital £1

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SIC07	47410
Charity Number	-
SIC07 Description	RETAIL SALE OF COMPUTERS, PERIPHERAL UNITS AND SOFTWARE IN SPECIALISED STORES
Principal Activity	Retail sale of computers, peripheral unit s and software in specialised store.

ADDITIONAL INFORMATION

CCJ's	0 (£0) No CCJ Information To Display
Ultimate Holding Company	-
Accountant	-
Mortgages	0
Group	0 companies
Linkages	0 companies
Countries	In 0 countries

KEY FINANCIALS

Year to Date	Turnover	Pre Tax Profit	Shareholder's Funds	Employees
31/01/2018	£3,126,901	£289,322	£716,789	-
31/01/2017	£1,795,955	£107,410	£485,331	-
31/01/2016	-	-	£681,001	-

MORTGAGE SUMMARY

Total Mortgage	0
Outstanding	0
Satisfied	0

TRADE DEBTORS / BAD DEBT SUMMARY

Total Number of Documented Trade	0
Total Value of Documented Trade	£0

COMMENTARY

The latest Balance Sheet indicates a very positive net working capital position.

The latest cash balances represent a positive level in terms of the overall outstanding creditor obligations.

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There has been an increase in shareholders funds compared with the previous balance sheet.
This company trades in an industry with a moderate level of corporate failures.

CCJ

Total Number of Exact CCJs -	0	Total Value of Exact CCJs -	
Total Number of Possible CCJs -	0	Total Value of Possible CCJs -	
Total Number of Satisfied CCJs -	0	Total Value of Satisfied CCJs -	
Total Number of Writs -	-		

Total Current Directors	1	Total Current Secretaries	0
Total Previous Directors / Company Secretaries	3	Total Person's With Significant Control	0

CURRENT DIRECTORS

Title	Mr	Function	Director
Name	Amarjit Singh	Nationality	British
Date of Birth	05/1970	Present Appointments	2
Latest Address	The Colmore Building 20 Colmore Circus, Queensway, Birmingham	Appointment Date	14/06/2018
Post Code	B4 6AT		

CURRENT COMPANY SECRETARY

Top Shareholders
















Name	Currency	Share Count	Share Type	Nominal Value	% of Total Share Count
SINGH AMARJIT	GBP	1	ORDINARY	1	100

FINANCIALS











Profit & Loss

Date Of Accounts	31/01/18	(%)	31/01/17	(%)	31/01/16	(%)	31/01/15	(%)	-
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




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	Weeks	52	(%)	52	(%)	52	(%)	52	(%)	-
	Currency	GBP	(%)	GBP	(%)	GBP	(%)	GBP	(%)	-
	Consolidated A/cs	N	(%)	N	(%)	N	(%)	N	(%)	-
	Turnover	£3,126,901	74.1%	£1,795,955	-	-	-	-	-	-
	Export	-	-	-	-	-	-	-	-	-
	Cost of Sales	£2,566,265	74.3%	£1,472,457	-	-	-	-	-	-
	Gross Profit	£560,636	73.3%	£323,498	-	-	-	-	-	-
	Wages & Salaries	£111,985	9.8%	£101,962	-	-	-	-	-	-
	Directors Emoluments	-	-	-	-	-	-	-	-	-
	Operating Profit	£290,345	163.9%	£110,041	-	-	-	-	-	-
	Depreciation	£54,323	20.7%	£45,000	-	-	-	-	-	-
	Audit Fees	-	-	-	-	-	-	-	-	-
	Interest Payments	£1,023	-61.1%	£2,631	-	-	-	-	-	-
	Pre Tax Profit	£289,322	169.4%	£107,410	-	-	-	-	-	-
	Taxation	£57,864	-169.4%	£21,482	-	-	-	-	-	-
	Profit After Tax	£231,458	169.4%	£85,928	-	-	-	-	-	-
	Dividends Payable	-	-	-	-	-	-	-	-	-
	Retained Profit	£231,458	169.4%	£85,928	-	-	-	-	-	-






Balance Sheet

	Date Of Accounts	31/01/18	(%)	31/01/17	(%)	31/01/16	(%)	31/01/15	(%)	-
	Tangible Assets	£247,467	20.7%	£205,000	-18%	£250,001	-	0	-	-
	Intangible Assets	0	-	0	-	0	-	0	-	-
	Total Fixed Assets	£247,467	20.7%	£205,000	-18%	£250,001	-	0	-	-
	Stock	£101,755	54.8%	£65,750	-	0	-	0	-	-
	Trade Debtors	£374,263	81.2%	£206,563	-	£456,000	-	0	-	-
	Cash	£42,008	121%	£19,012	-	0	-	0	-	-
	Other Debtors	£5,776	16.9%	£4,942	-	0	-	0	-	-
	Miscellaneous Current Assets	£24,558	165.5%	£9,250	-	£14,000	-	0	-	-
	Total Current Assets	£548,360	79.5%	£305,517	-35%	£470,000	-	0	-	-
	Trade Creditors	£2,366	22.3%	£1,935	-	£18,000	-	0	-	-






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	Bank Loans & Overdrafts	0	-	0	-	0	-	0	-	-
	Other Short Term Finance	0	-	0	-	0	-	0	-	-
	Miscellaneous Current Liabilities	£65,475	555.4%	£9,990	-	0	-	0	-	-
	Total Current Liabilities	£67,841	468.9%	£11,925	-33.8%	£18,000	-	0	-	-
	Bank Loans & Overdrafts and LTL	£11,197	-15.6%	£13,261	-36.9%	£21,000	-	0	-	-
	Other Long Term Finance	0	-	0	-	0	-	0	-	-
	Total Long Term Liabilities	£11,197	-15.6%	£13,261	-36.9%	£21,000	-	0	-	-





Capital & Reserves

	Date Of Accounts	31/01/18	(%)	31/01/17	(%)	31/01/16	(%)	31/01/15	(%)	-
	Called Up Share Capital	£1	-	£1	-	-	-	-	-	-
	P & L Account Reserve	£716,788	47.7%	£485,330	-28.7%	£681,001	-	-	-	-
	Revaluation Reserve	-	-	-	-	-	-	-	-	-
	Sundry Reserves	-	-	-	-	-	-	-	-	-
	Shareholder Funds	£716,789	47.7%	£485,331	-28.7%	£681,001	-	-	-	-

Other Financial Items

	Date Of Accounts	31/01/18	(%)	31/01/17	(%)	31/01/16	(%)	31/01/15	(%)	-
	Net Worth	£716,789	47.7%	£485,331	-28.7%	£681,001	-	-	-	-
	Working Capital	£480,519	63.7%	£293,592	-35%	£452,000	-	-	-	-
	Total Assets	£795,827	55.9%	£510,517	-29.1%	£720,001	-	-	-	-
	Total Liabilities	£79,038	213.8%	£25,186	-35.4%	£39,000	-	-	-	-
	Net Assets	£716,789	47.7%	£485,331	-28.7%	£681,001	-	-	-	-



Cash Flow

	Date Of Accounts	31/01/18	(%)	31/01/17	(%)	31/01/16	(%)	31/01/15	(%)	-
	Net Cashflow from Operations	-	-	-	-	-	-	-	-	-
	Net Cashflow before Financing	-	-	-	-	-	-	-	-	-
	Net Cashflow from Financing	-	-	-	-	-	-	-	-	-
	Increase in Cash	-	-	-	-	-	-	-	-	-















Miscellaneous

	Date Of Accounts	31/01/18	(%)	31/01/17	(%)	31/01/16	(%)	31/01/15	(%)	-
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	Contingent Liability	NO	-	NO	-	NO	-	NO	-	-
	Capital Employed	£727,986	46%	£498,592	-29%	£702,001	-	-	-	-
	Number of Employees	-	-	-	-	-	-	-	-	-
	Accountants									
	Auditors									
	Auditor Comments	The company is exempt from audit								
	Bankers									
	Bank Branch Code									

Ratios

	Date Of Accounts	31/01/18	31/01/17	31/01/16	31/01/15	-
	Pre-tax profit margin %	9.25	5.98	-	-	-
	Current ratio	8.08	25.62	26.11	-	-
	Sales/Net Working Capital	6.51	6.12	-	-	-
	Gearing %	1.60	2.70	3.10	0	-
	Equity in %	90.10	95.10	94.60	-	-
	Creditor Days	0.27	0.39	-	-	-
	Debtor Days	43.56	41.86	-	-	-
	Liquidity/Acid Test	6.58	20.10	26.11	-	-
	Return On Capital Employed %	39.74	21.54	-	-	-
	Return On Total Assets Employed %	36.35	21.03	-	-	-
	Current Debt Ratio	0.09	0.02	0.02	-	-
	Total Debt Ratio	0.11	0.05	0.05	-	-
	Stock Turnover Ratio %	3.25	3.66	-	-	-
	Return on Net Assets Employed %	40.36	22.13	-	-	-

Report Notes

There are no notes to display.

Status History

No Status History found

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EVENT HISTORY

Date	Description
27/09/2018	New Accounts Filed
27/09/2018	New Accounts Filed
17/08/2018	Confirmation Statement
03/08/2018	Miss A. Baranova has left the board
31/07/2018	Confirmation Statement
11/07/2018	Change in Reg.Office
11/07/2018	Change of Company Postcode
10/07/2018	New Board Member Mr A. Singh appointed
11/05/2018	Confirmation Statement
01/12/2017	Mr M. Khawaib has left the board
21/11/2017	New Accounts Filed
21/11/2017	New Board Member Miss A. Baranova appointed
10/11/2017	Change of Name
02/11/2017	Miss A. Saleem has left the board
17/07/2017	Change in Reg.Office

PREVIOUS COMPANY NAMES

Date	Previous Name
08/11/2017	PURSUIT OF EXCELLENCE AIRLINE TRAINING LIMITED

Writ Details

No writs found

STATISTICS

Group	-
Linkages	0 companies
Countries	In 0 countries

SUMMARY

Holding Company	-
Ownership Status	-
Ultimate Holding Company	-

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Group Structure

No Group Structure

PREVIOUS DIRECTOR/COMPANY SECRETARIES

Name	Current Active Appointments		Previous Appointments	Dissolved Companies
Azeema Saleem	0		1	3
Muhammad Khawaib	0		1	0
Adela Baranova	0		1	0
Total Persons With Significant Control	0	Total Statements	1	
Active	0	Active	1	
Ceased	0	Ceased	0	

Active Persons With Significant Control

No Active Persons With Significant Control To Display

Ceased Persons With Significant Control

No Ceased Persons With Significant Control To Display

Active Statements

Statement	The company knows or has reasonable cause to believe that there is no registrable person or registrable relevant legal entity in relation to the company		
Notified On	20/03/2017		

Ceased Statements

No Ceased Statements To Display

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 72.87
UK Pound	1	INR 94.75
Euro	1	INR 83.23
GBP	1	INR 94.66

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	VIVR
Report Prepared by :	SYL

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)