

MIRA INFORM REPORT

Report No. :	542118
Report Date :	27.11.2018

IDENTIFICATION DETAILS

Name :	THE BRAND FORUM LTD
Registered Office :	109 Norton Green Lane, Knowle, Solihull B93 8PJ
Country :	United Kingdom
Financials (as on) :	30.09.2017
Date of Incorporation :	22.09.2008
Com. Reg. No.:	06703734
Legal Form :	Private Limited with Share Capital
Line of Business :	Agents involved in the sale of textiles, clothing, fur, footwear and leather goods
No. of Employees :	6 [2017]

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+	Low Risk	Business dealings permissible with low risk of default

Status :	Good
Payment Behaviour :	Regular
Litigation :	Clear

NOTES :

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

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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 SUMMARY

Registered Address

109 Norton Green Lane
Knowle
Solihull
B93 8PJ

Trading Address

109 Norton Green Lane
Knowle
Solihull
West Midlands
B93 8PJ

Website Address	-
Company Number	06703734
Telephone Number	-
Fax Number	-
TPS	-
FPS	Yes
Incorporation Date	22/09/2008
Previous Name	-
Type	Private Limited with Share Capital
FTSE Index	-
Date of Change	-
Filing Date of Accounts	07/03/2018
Currency	GBP
Share Capital	£100
SIC07	46160
Charity Number	-
SIC07 Description	Agents involved in the sale of textiles, clothing, fur, footwear and leather goods
Principal Activity	-

ADDITIONAL INFORMATION

CCJ's

0 (£0)

No CCJ Information To Display

Ultimate Holding Company	-
Accountant	HARBEN BARKER LIMITED
Mortgages	0
Group	0 companies

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Linkages 0 companies
Countries In 0 countries

KEY FINANCIALS

Year to Date	Turnover	Pre Tax Profit	Shareholder	Funds Employees
30.09.2017	-	-	£885,031	6
30.09.2016	-	-	£820,435	5
30.09.2015	-	-	£710,827	-

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

This company has been treated as a Small company.
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.
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 -	

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

Total Current Directors	2	Total Current Secretaries	1
Total Previous Directors / Company Secretaries	0	Total Person's With Significant Control	2

CURRENT DIRECTORS

Title	Mrs	Function	Director
Name	Katherine Margaret Ann Strang	Nationality	British
Date of Birth	03/1964	Present Appointments	2
Latest Address	109 Norton Green Lane, Knowle, Solihull, West Midlands	Appointment Date	28/09/2017
Post Code	B93 8PJ		
Title	Mr	Function	Director
Name	Alan Martin Strang	Nationality	British
Date of Birth	04/1958	Present Appointments	3
Latest Address	Lyncroft 109 Norton Green Lane, Knowle, Solihull, West Midlands	Appointment Date	22/09/2008
Post Code	B93 8PJ		

CURRENT COMPANY SECRETARY

Title	Ms	Function	Company Secretary
Name	Katherine Margaret Ann Strang	Nationality	
Date of Birth	-	Present Appointments	1
Latest Address	109 Norton Green Lane, Knowle, Solihull, West Midlands	Appointment Date	22/09/2008
Post Code	B93 8PJ		
















TOP SHAREHOLDERS

Name	Currency	Share	Share	Nominal	% of Total
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		Count	Type	Value	Share Count
ALAN STRANG	GBP	50	ORDINARY	1	50
KATHERINE STRANG	GBP	50	ORDINARY	1	50


















PROFIT & LOSS

	Date Of Accounts	30/09/17	(%)	30/09/16	(%)	30/09/15	(%)	30/09/14	(%)	30/09/13
	Weeks	52	(%)	52	(%)	52	(%)	52	(%)	52
	Currency	GBP	(%)	GBP	(%)	GBP	(%)	GBP	(%)	GBP
	Consolidated A/cs	N	(%)	N	(%)	N	(%)	N	(%)	N
	Turnover	-	-	-	-	-	-	-	-	-
	Export	-	-	-	-	-	-	-	-	-
	Cost of Sales	-	-	-	-	-	-	-	-	-
	Gross Profit	-	-	-	-	-	-	-	-	-
	Wages & Salaries	-	-	-	-	-	-	-	-	-
	Directors Emoluments	-	-	-	-	-	-	-	-	-
	Operating Profit	-	-	-	-	-	-	-	-	-
	Depreciation	£469	43.4%	£327	16.8%	£280	- 25.1%	£374	75.6%	£213
	Audit Fees	-	-	-	-	-	-	-	-	-
	Interest Payments	-	-	-	-	-	-	-	-	-
	Pre Tax Profit	-	-	-	-	-	-	-	-	-
	Taxation	-	-	-	-	-	-	-	-	-
	Profit After Tax	-	-	-	-	-	-	-	-	-
	Dividends Payable	-	-	-	-	-	-	-	-	-
	Retained Profit	-	-	-	-	-	-	-	-	-






BALANCE SHEET

	Date Of Accounts	30/09/17	(%)	30/09/16	(%)	30/09/15	(%)	30/09/14	(%)	30/09/13
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	Tangible Assets	£1,407	43.6 %	£980	16.8%	£839	-25%	£1,119	0.6%	£1,112
	Intangible Assets	0	-	0	-	0	-	0	-	0
	Total Fixed Assets	£1,407	43.6 %	£980	16.8%	£839	-25%	£1,119	0.6%	£1,112
	Stock	£25,680	- 17.2 %	£31,031	106%	£15,061	- 83.8 %	£92,903	95%	£47,649
	Trade Debtors	£226,712	- 50.1 %	£454,311	252.5 %	£128,869	- 57.9 %	£305,986	68%	£182,124
	Cash	£777,189	71.5 %	£453,222	-42.2%	£784,124	79.9 %	£435,863	7.9%	£403,872
	Other Debtors	0	- 100%	£21,711	-	0	-	0	-	0
	Miscellaneous Current Assets	0	-	0	-	0	-	0	-	0
	Total Current Assets	£1,029,581	7.2%	£960,275	3.5%	£928,054	11.2 %	£834,752	31.7 %	£633,645
	Trade Creditors	0	- 100%	£15,335	-93%	£218,066	- 20.9 %	£275,609	15.2 %	£239,335
	Bank Loans & Overdrafts	0	-	0	-	0	-	0	-	0
	Other Short Term Finance	£17,715	-	0	-	0	-	0	-	0
	Miscellaneous Current Liabilities	£128,242	2.2%	£125,485	-	0	-	0	-	0
	Total Current Liabilities	£145,957	3.6%	£140,820	-35.4%	£218,066	- 20.9 %	£275,609	15.2 %	£239,335
	Bank Loans & Overdrafts and LTL	0	-	0	-	0	-	0	-	0
	Other Long Term Finance	0	-	0	-	0	-	0	-	0
	Total Long Term Liabilities	0	-	0	-	0	-	0	-	0





CAPITAL & RESERVES

	Date Of Accounts	30/09/17	(%)	30/09/16	(%)	30/09/15	(%)	30/09/14	(%)	30/09/13
	Called Up Share Capital	£100	-	£100	-	£100	-	£100	-	£100
	P & L Account Reserve	£884,931	7.9%	£820,335	15.4%	£710,727	26.9%	£560,162	41.7%	£395,322
	Revaluation Reserve	-	-	-	-	-	-	-	-	-
	Sundry Reserves	-	-	-	-	-	-	-	-	-
	Shareholder Funds	£885,031	7.9%	£820,435	15.4%	£710,827	26.9%	£560,262	41.7%	£395,422

OTHER FINANCIAL ITEMS



	Date Of Accounts	30/09/17	(%)	30/09/16	(%)	30/09/15	(%)	30/09/14	(%)	30/09/13
	Net Worth	£885,031	7.9%	£820,435	15.4%	£710,827	26.9%	£560,262	41.7%	£395,422
	Working Capital	£883,624	7.8%	£819,455	15.4%	£709,988	27%	£559,143	41.8%	£394,310
	Total Assets	£1,030,988	7.3%	£961,255	3.5%	£928,893	11.1%	£835,871	31.7%	£634,757
	Total Liabilities	£145,957	3.6%	£140,820	-35.4%	£218,066	-20.9%	£275,609	15.2%	£239,335
	Net Assets	£885,031	7.9%	£820,435	15.4%	£710,827	26.9%	£560,262	41.7%	£395,422

CASH FLOW















	Date Of Accounts	30/09/17	(%)	30/09/16	(%)	30/09/15	(%)	30/09/14	(%)	30/09/13
	Net Cashflow from Operations	-	-	-	-	-	-	-	-	-
	Net Cashflow before Financing	-	-	-	-	-	-	-	-	-
	Net Cashflow from Financing	-	-	-	-	-	-	-	-	-
	Increase in Cash	-	-	-	-	-	-	-	-	-

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MISCELLANEOUS

	Date Of Accounts	30/09/17	(%)	30/09/16	(%)	30/09/15	(%)	30/09/14	(%)	30/09/13
	Contingent Liability	NO	-	NO	-	NO	-	NO	-	NO
	Capital Employed	£885,031	7.9%	£820,435	15.4%	£710,827	26.9%	£560,262	41.7%	£395,422
	Number of Employees	6	20%	5	-	-	-	-	-	-
	Accountants	HARBEN BARKER LIMITED								
	Auditors									
	Auditor Comments	The company is exempt from audit								
	Bankers									
	Bank Branch Code									

RATIOS

	Date Of Accounts	30/09/17	30/09/16	30/09/15	30/09/14	30/09/13
	Pre-tax profit margin %	-	-	-	-	-
	Current ratio	7.05	6.82	4.26	3.03	2.65
	Sales/Net Working Capital	-	-	-	-	-
	Gearing %	0	0	0	0	0
	Equity in %	85.80	85.40	76.50	67	62.30
	Creditor Days	-	-	-	-	-
	Debtor Days	-	-	-	-	-
	Liquidity/Acid Test	6.87	6.59	4.18	2.69	2.44
	Return On Capital Employed %	-	-	-	-	-
	Return On Total Assets Employed %	-	-	-	-	-
	Current Debt Ratio	0.16	0.17	0.30	0.49	0.60
	Total Debt Ratio	0.16	0.17	0.30	0.49	0.60
	Stock Turnover Ratio %	-	-	-	-	-
	Return on Net Assets Employed %	-	-	-	-	-

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Report Notes

There are no notes to display.

Status History

No Status History found

EVENT HISTORY

Date	Description
29/09/2018	Confirmation Statement
12/03/2018	New Accounts Filed
12/03/2018	New Accounts Filed
18/01/2018	New Board Member Mrs K.M. Strang appointed
09/11/2017	Confirmation Statement
03/02/2017	New Accounts Filed
10/10/2016	Annual Returns
06/02/2016	New Accounts Filed
06/02/2016	New Accounts Filed
14/10/2015	Payment Data Update Received
09/10/2015	Annual Returns
14/02/2015	New Accounts Filed
24/10/2014	Annual Returns
31/05/2014	New Accounts Filed
15/10/2013	Annual Returns

Previous Company Names

No Previous Names found

Writ Details

No writs found

Statistics

Group	-
Linkages	0 companies
Countries	In 0 countries

Summary

Holding Company	-
Ownership Status	
Ultimate Holding Company	-

Group StructureFull

No Group Structure

PREVIOUS DIRECTOR/COMPANY SECRETARIES

No Previous Director Details			
Total Persons With Significant Control	2	Total Statements	0
Active	2	Active	0
Ceased	0	Ceased	0

ACTIVE PERSONS WITH SIGNIFICANT CONTROL

Name	Mrs Katherine Margaret Ann Strang	Kind	Individual Person With Significant Control
Address	109 Norton Green Lane, Knowle, Solihull, West Midlands	Country Of Residence	England
Post Code	B93 8PJ	Nationality	British
Date of Birth	03/1964	Notified On	06/04/2016
Nature Of Control	Ownership of shares - between 25% and 50%		
Name	Mr Alan Martin Strang	Kind	Individual Person With Significant Control
Address	109 Norton Green Lane, Knowle, Solihull, West Midlands	Country Of Residence	England
Post Code	B93 8PJ	Nationality	British
Date of Birth	04/1958	Notified On	06/04/2016
Nature Of Control	Ownership of shares - between 25% and 50%		

Ceased Persons With Significant Control

No Ceased Persons With Significant Control To Display

Active Statements

No Active Statements To Display

Ceased Statements

No Ceased Statements To Display

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 7071
UK Pound	1	INR 90.65
Euro	1	INR 80.27
GBP	1	INR 90.28

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

INFORMATION DETAILS

Analysis Done by :	NIY
Report Prepared by :	TPT

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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)