londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

13/01/2025 – 19/01/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£1,509.60



TOTAL INVOICES

9



NEW LEADS

32

”

“

QUOTES SENT

14



ORDERS DELIVERED

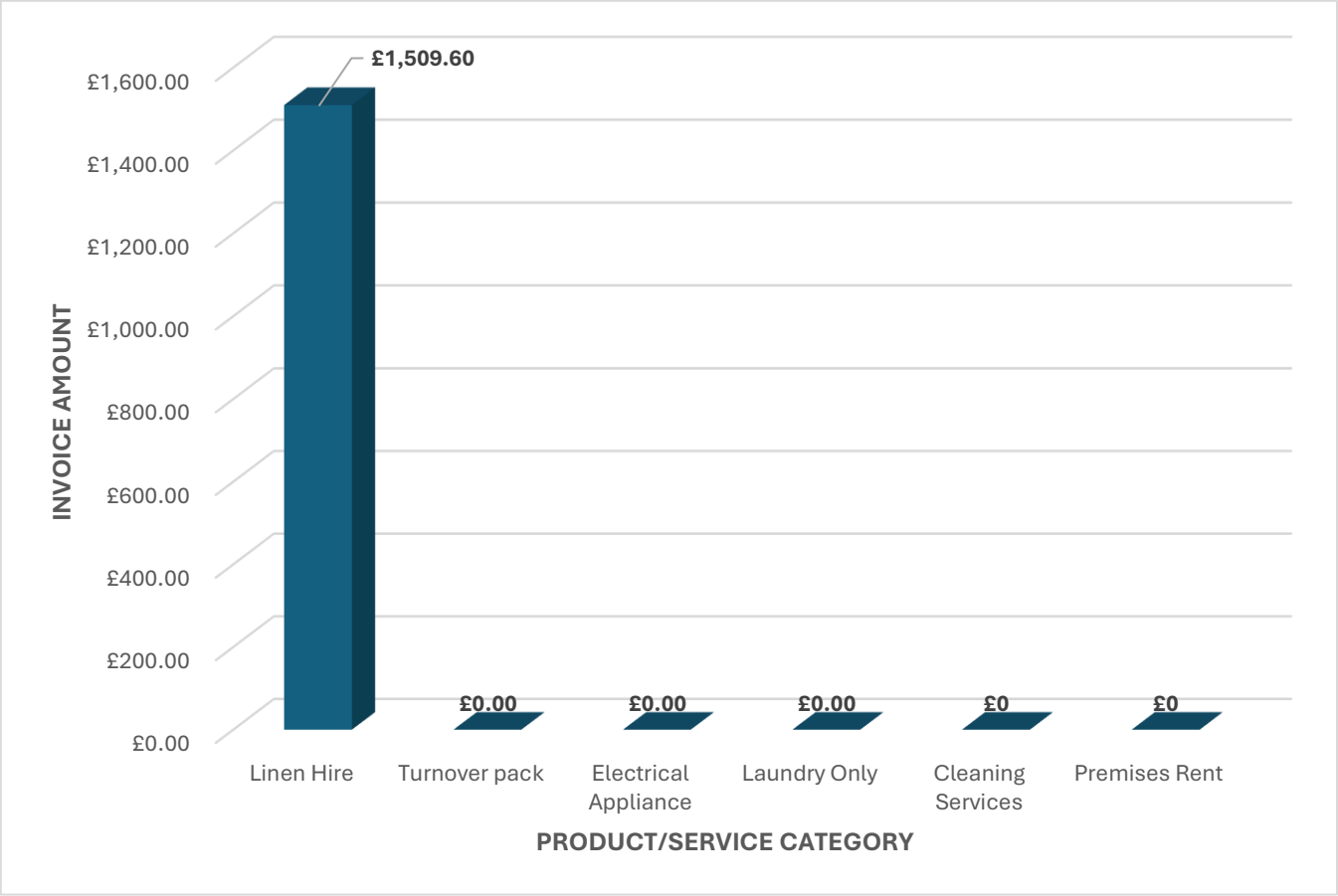
8



CONVERSIONS

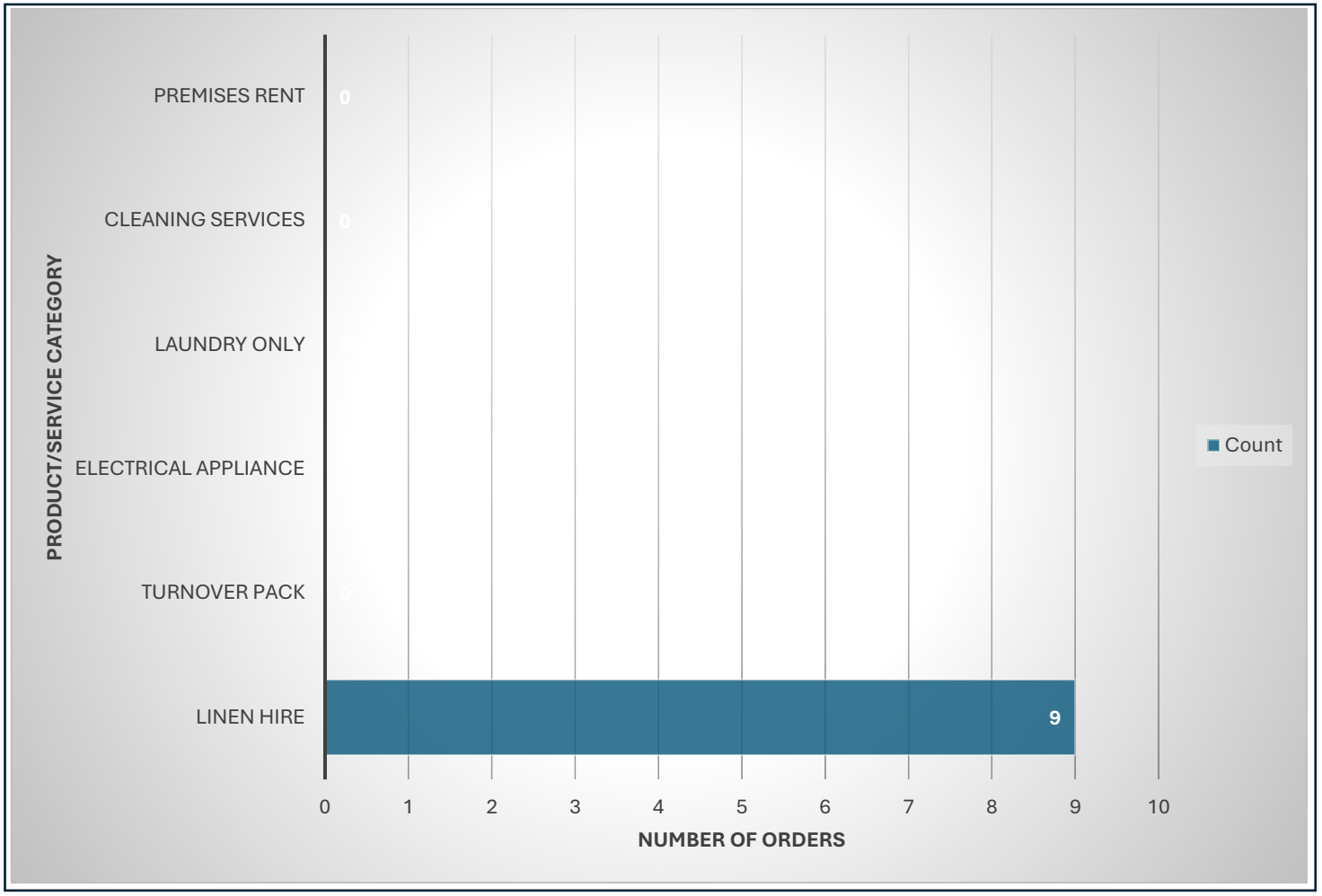
3

DETAILED GLANCE OF SALES – INVOICE AMOUNT

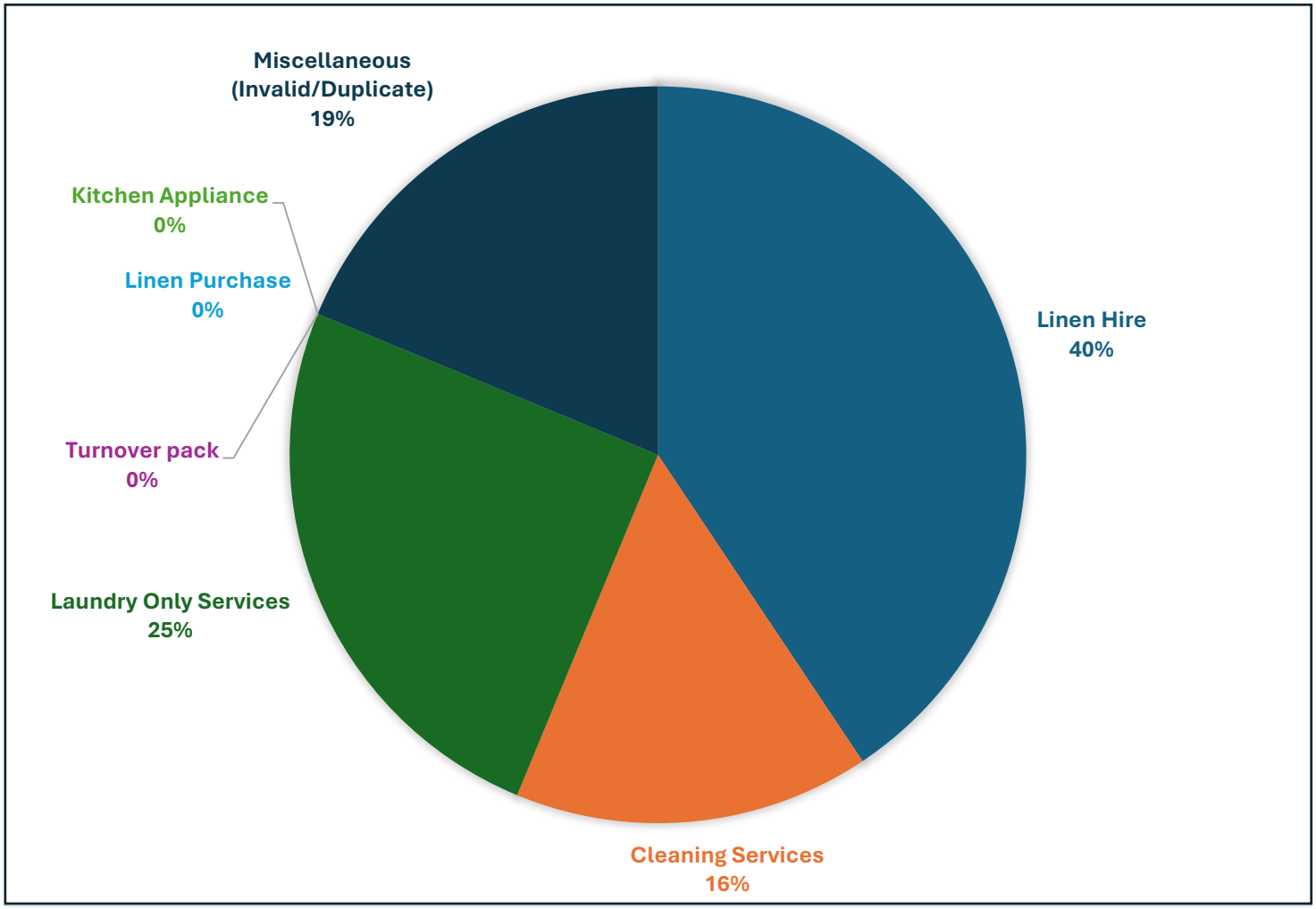


TOTAL AMOUNT - **£1,509.60**

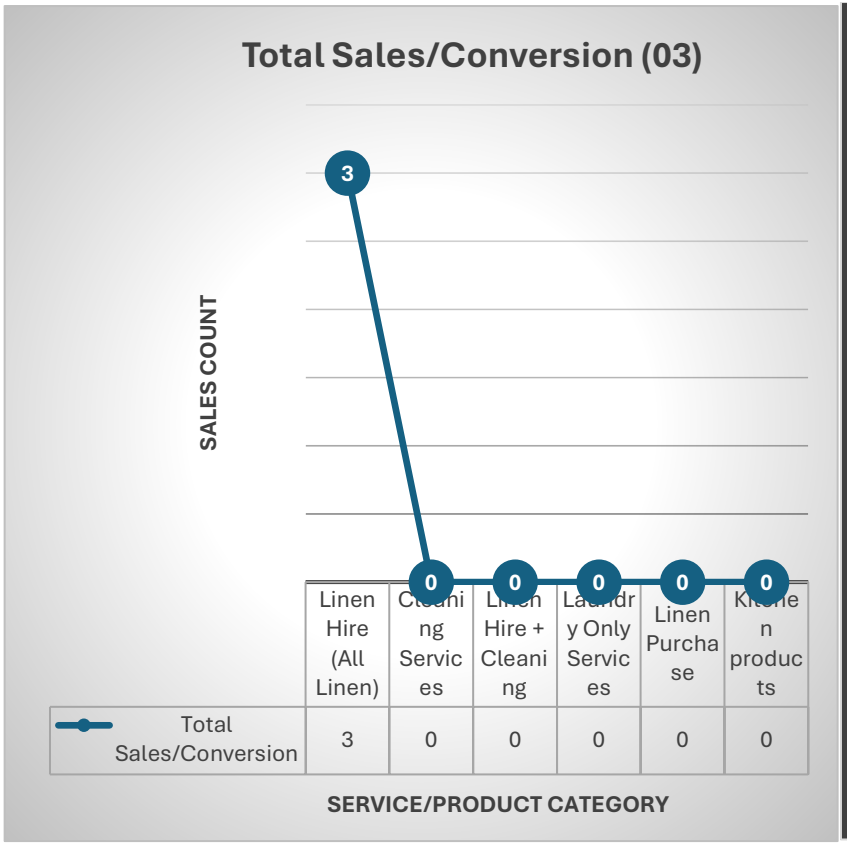
DETAILED STATISTICS – INVOICE COUNT (09)

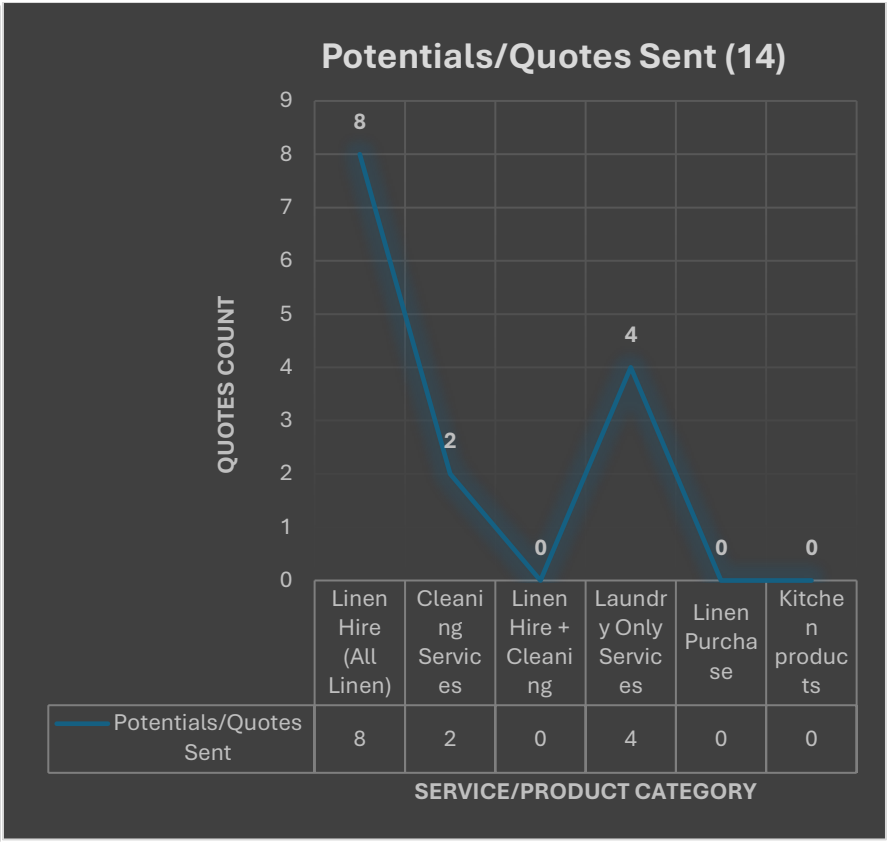


LEADS RECEIVED DURING THE WEEK (32)



SALES TEAM ACTION



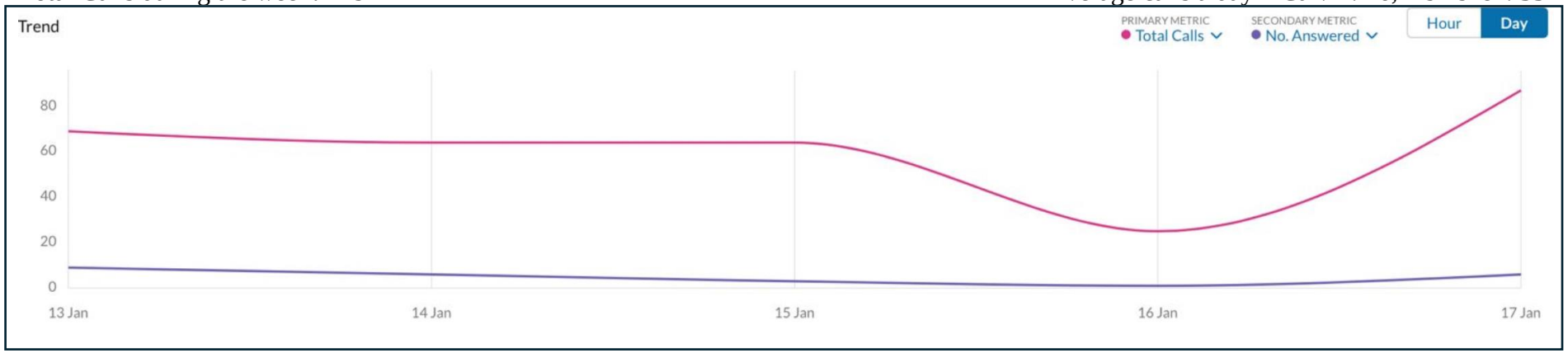


SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek

Total Calls during the week**: 229**

Average calls a day – Calvin: **26**, Abhishek: **33**

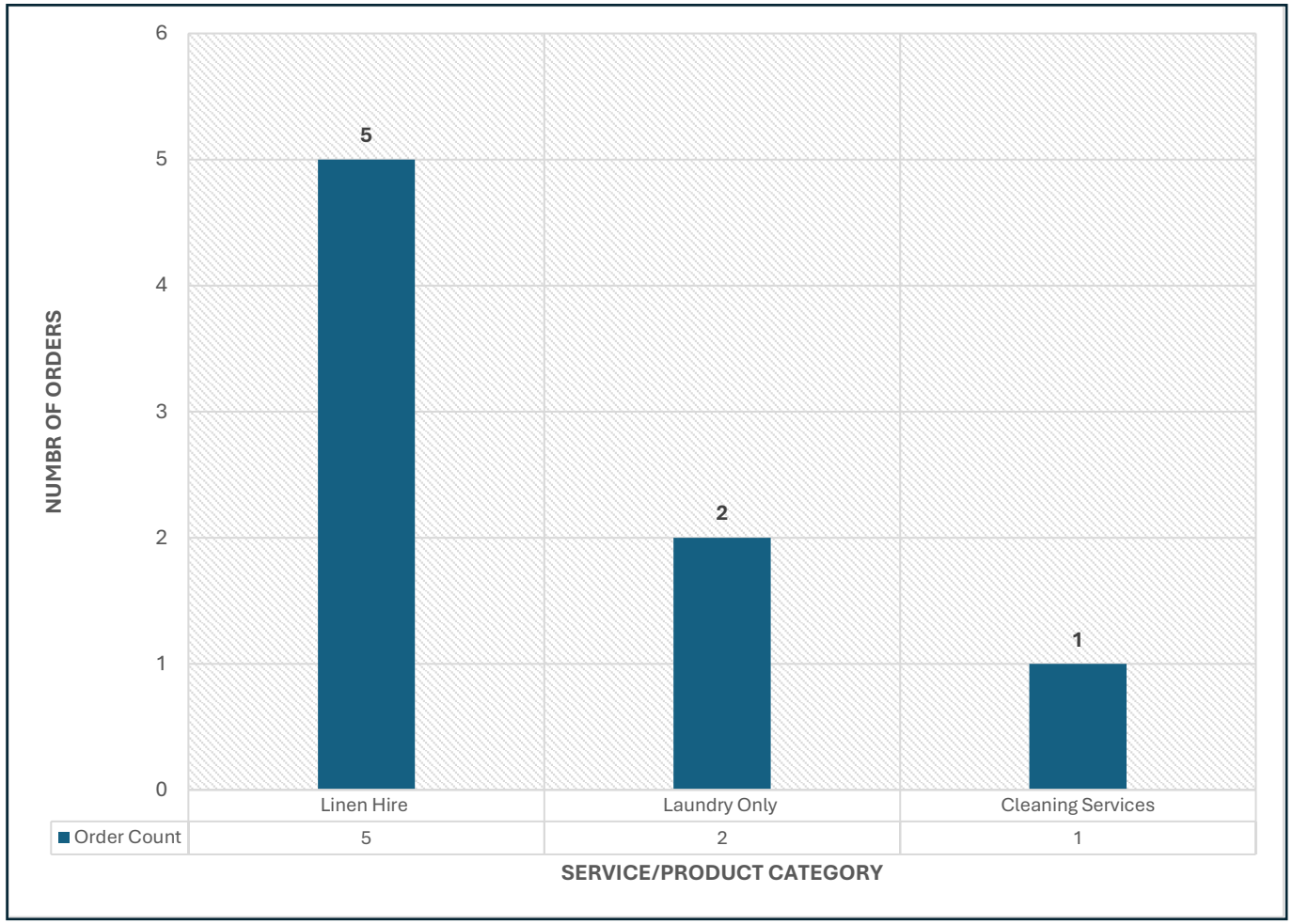


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	130	26.00	32	98	65.6%	02:12
Abhishek Singh	706	99	19.80	7	92	42.9%	00:49

Note: Hospitality Office data above belongs to Calvin.

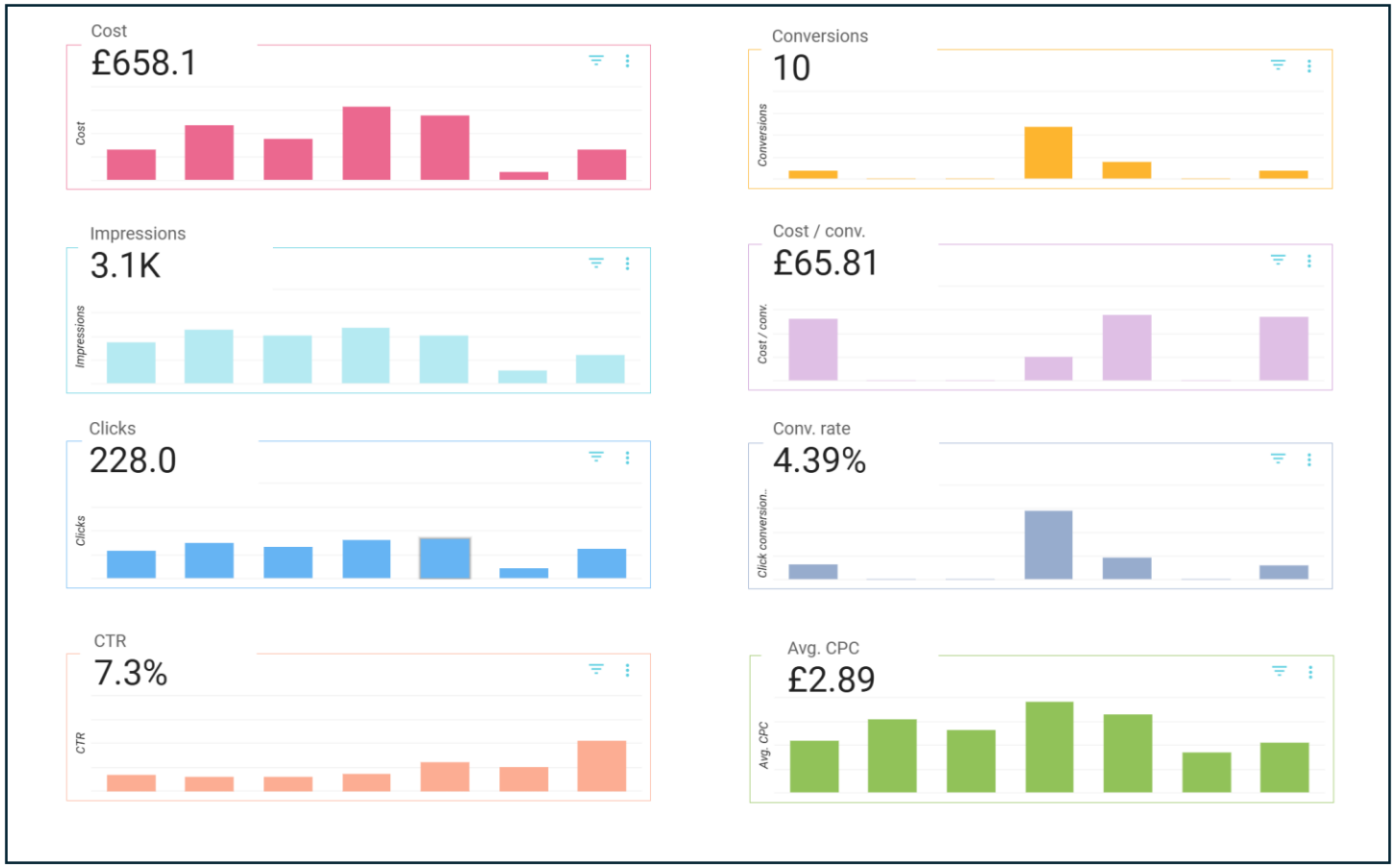
The average number of calls a day for Abhishek has been calculated based on his working schedule for 3 days.

ORDERS DELIVERED DURING THE WEEK (08)



MARKETING PAID AD PERFORMANCE DURING THE WEEK

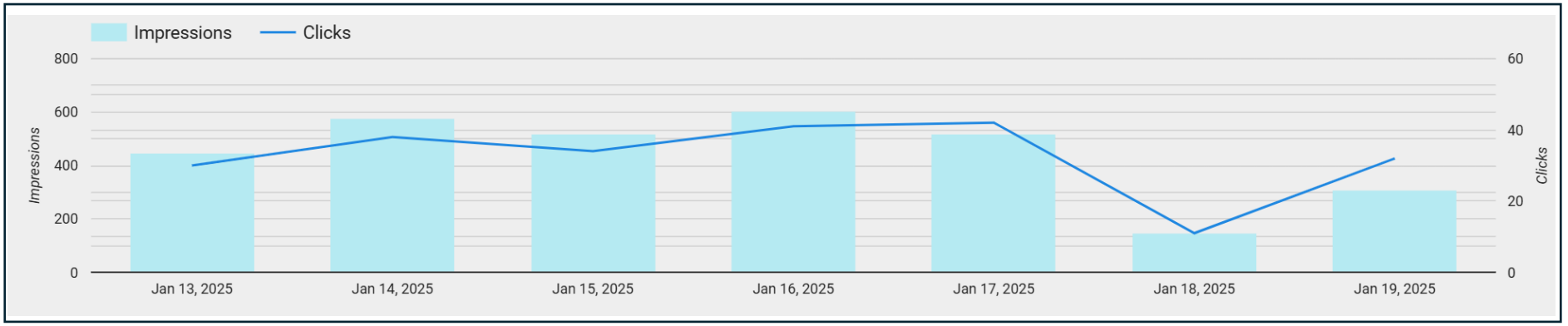
Google Ads
PERFORMANCE METRICS



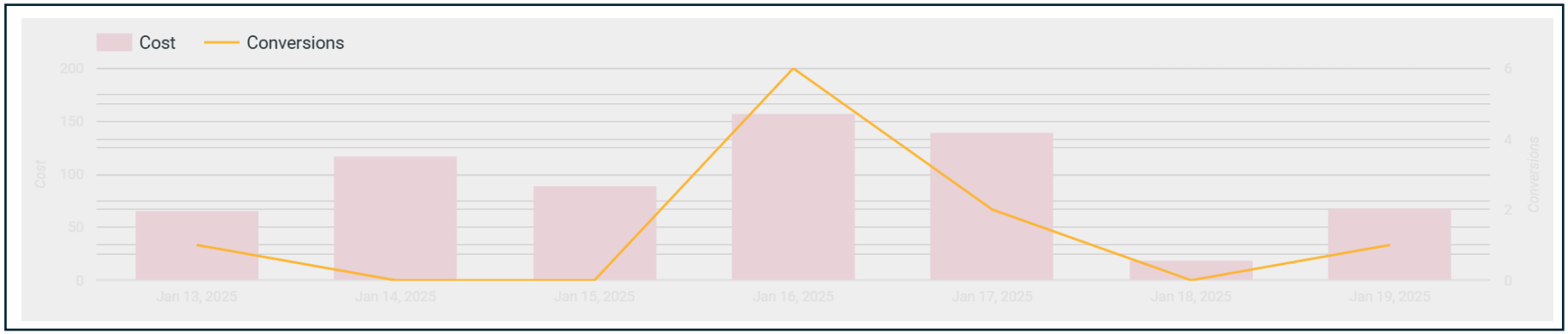
CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Cleaning Services	£266	1,671	92	5.51%	£2.89	5	£53.2	5.43%
Hire Services	£246	1,073	100	9.32%	£2.46	2	£123.18	2%
Laundry Services	£146	377	36	9.55%	£4.05	3	£48.57	8.33%
Products	£0	0	0	0%	£0	0	£0	0%
Services	£0	0	0	0%	£0	0	£0	0%
Grand total	**£658**	**3,121**	**228**	**7.31%**	**£2.89**	**10**	**£65.81**	**4.39%**

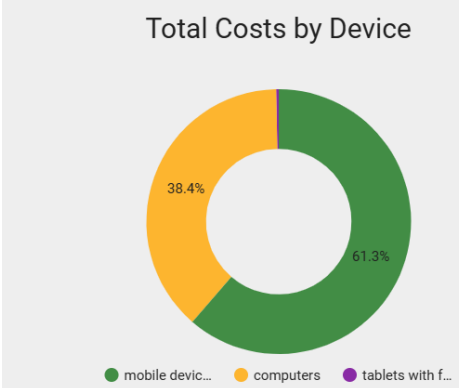
IMPRESSIONS 3.1K ↑ 519 & CLICKS 228.0 ↑ 22

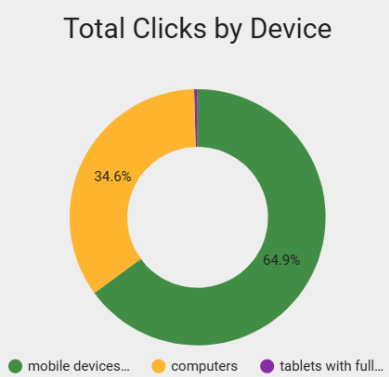


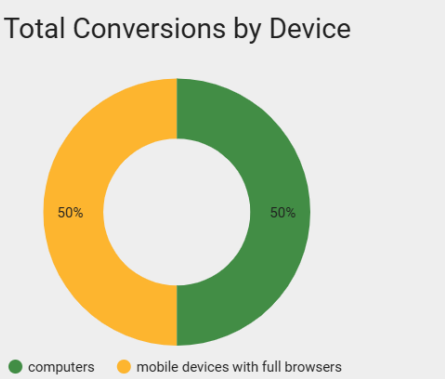
COSTS £658 ↓ £-28.27 Vs CONVERSIONS 10 ↑ 4



USER DEVICE PERFORMANCE

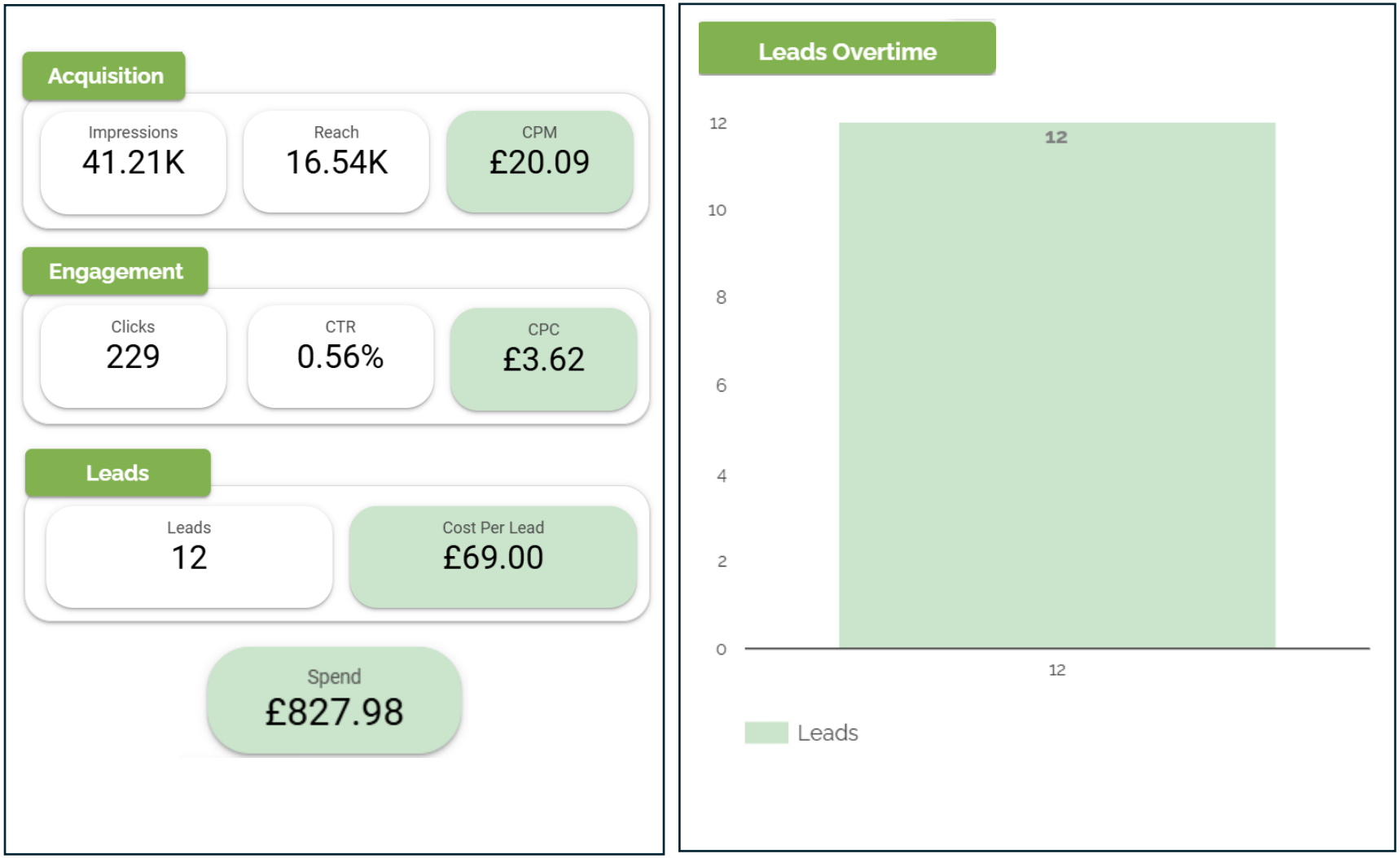




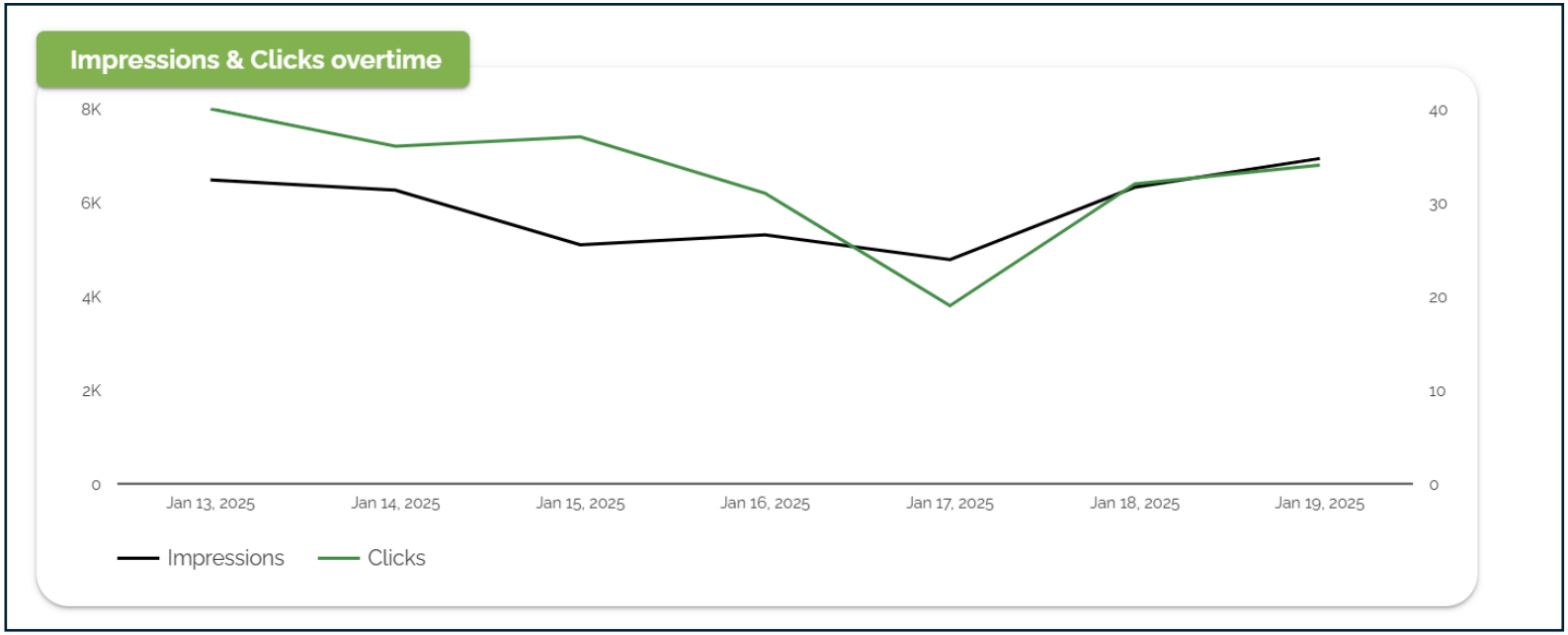


	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	tablets with full browsers	£2	15	1	6.67%	£2.08	0	£0	0%
2.	mobile devices with full browsers	£403	2,285	148	6.48%	£2.73	5	£80.68	3.38%
3.	computers	£253	821	79	9.62%	£3.2	5	£50.51	6.33%
	Grand total	**£658**	**3,121**	**228**	**7.31%**	**£2.89**	**10**	**£65.81**	**4.39%**

Meta Ads (PERFORMANCE)



IMPRESSIONS Vs CLICKS



CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	186	34,939	£690.32	£3.71	10
2.	commercial_laundry_hospitality	43	6,274	£137.66	£3.2	2

WEEKS HIGHLIGHT (30/12/2024 – 05/01/2025)

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Jojo –** Signed the Contract
   Estimated Invoice amount: **£88 approx. per week**, Services: **Linen Hire**

2. **Anil Bagga, Wellington Stays –** Signed the Contract
   Estimated Invoice amount: **£127 per week** Services: **Linen Hire**
   The client has 10 locations based in London and has a potential to increase the number of locations in coming few weeks. Currently, serving him at on of those locations.

Important Takeaways

1. **Annemarie Gallagher (Office Manager), Restaurant – Laundry Services**

FEEDBACK:

- The restaurant is based in Notting Hill.
- Laundry services would consist of articles like Suits, Chef Aprons and waistcoats etc.
- The final quote has been shared and if she liked the prices, she would like to go ahead with a trial period initially to ensure the quality of wash etc.

2. **Holiday Inn – Bedding Hire**
   Damian Frewer, General Manager at Brentford Lock location.
   FEEDBACK:
   - Looking for 22 Single Duvet hire from 25th August 2025 for 4 nights.
   - The prospect was offered an online meeting and a site visit, it was declined, and he was only interested to have the quote at this stage.
   - Shared the quotation and never heard back since last week. Continuous follow ups in progress!
   - Current quote value: **£264** *(One time requirement)*

3. **Raj Sharma, Surya Hot Yoga Studio – Towel Hire**
   https://suryahotyoga.com/

FEEDBACK:

- Yoga Studio is based in Southwest London.
- He would like to hire 50 bath towels once a week.
- Would like to arrange a site visit in March as his current contract is due to expire in August 2025.
- Current quote value: **£63.60** per week. Annual contract value approx. **£3,052.**

4. **Sonal Garg, Infi Homes – Laundry services & Linen Hire**

   FEEDBACK:

   - Operates 2 Airbnb properties based in London near Heathrow Airport. Total beds are 20.
   - The prospect has plenty of high-quality linen of his own which he would like to utilise initially, and we would charge him for Laundry only services. Once, they are fully utilised he will start with Linen hire services.
   - His current requirement would be 40 sets as reserve (par) and 20 sets every week.
   - Current quote value: **£115.20** per week. Estimated annual contract value: **£5,520.**

5. **Ismail Timurlenk, Salesgp – Towel Hire**

   FEEDBACK

   - Based in Southwest London. And requested for 30 Bath Towels for Hire and Laundry.
   - Discussing the quotation internally and will get back to us soon.
   - Quote value: **£48** per week. Annual Contract value: **£2,304**

6. **Kosi Ezewuzie, Gk – 10 Airbnbs properties**

   FEEDBACK

   - Based in Gravesend, DA11 8GQ. 24miles away from the warehouse.
   - Requirement: 60 sets a week. Quote is still to be evaluated as the client was interested to look into price for each size.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **10**

Cost per Conversion to CRM - **£65.81**

Meta Ads Cost per Conversion:

Total Leads Received – **12**

Cost per Conversion to CRM - **£69.00**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£266**
   Leads generated – **5**
2. Hire Ads spent - **£246**
   Leads generated - **2**
3. Laundry Ads spent - **£146**
   Leads generated - **3**

Meta Ads –

1. Linen Hire Ads spent - **£690.32**
   Leads generated – **10**
2. Commercial Laundry Ads spent - **£137.66**
   Leads generated – **2**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	3	8
Cleaning Services	0	2
Linen Hire + Cleaning	0	0
Laundry Only Services	0	4
Linen Purchase	0	0
Kitchen products	0	0
GRAND TOTAL	**3**	**14**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	9	£1,509.60
Turnover pack	0	£0.00
Electrical Appliance	0	£0.00
Laundry Only	0	£0.00
Cleaning Services	0	£0
Premises Rent	0	£0
Total	**9**	**1,509.60**

ORDERS DELIVERED

Category	Order Count
Linen Hire	5
Laundry Only	2
Cleaning Services	1
Total	**8**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	13
Cleaning Services	5
Laundry Only Services	8
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	6
GRAND TOTAL	**32**

TENTATIVE SCHEDULE FOR NEXT WEEK (20/01/2025 – 26/01/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Takako Iida	Kiyora pa	**Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection	20/01/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Heidi Kampa	La Bibliotheque	**x6 King Linen Sets** (x4 PC, x1 BS, x1 DC, x2 BT, x2 HT, x2 BM, x2 FT) **x3 Double Linen Sets** (x4 PC, x1 BS, x1 DC, x2 BT, x2 HT, x2 BM, x2 FT)	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery	20/01/2025	PM SLOT - 12pm-5pm	07799 007 963 / 01450 367 110

Mina Shiraze	Airbnb / Guest Houses	**2 Gladstone Park Gardens, NW2 6JU** (7 Sets , 4 kings, 3 Doubles) **84 Harlesden Road NW10 2BE** (6 sets, 2 Kings, 4 Doubles) **140 Clitterhouse Cress, NW2 1DA** (9 sets, all doubles) x4 PCs, x1 DC, x1 BS, x2 BT + x2 HT for all sets	2 Gladstone Park Gardens, NW2 6JU 84 Harlesden Road, NW10 2BE 140 Clitterhouse Cress, NW2 1DA	Delivery	20/01/2025	PM SLOT - 12pm-5pm	07507 925 485
Steve Cogan	Airbnb	**X5 Super King Sets** (x4 PC, x1 BS, x1 DC, x2 BT, x2 HT) **X8 King Linen Sets** (x4 PC, x1 BS, x1 DC, x2 BT, x2 HT) **X5 Single Linen Sets** (x2 PC, x1 BS, x1 DC, x1 BT, x1 HT)	26 Arminger Road, W12 7BB	Delivery & Collection	21/01/2025	PM SLOT - 12pm-5pm ***Cleaner at property between 11am - 3pm***	07939 200 486

Sean Devereux	Devereux Residences	**x10 King Linen Sets** X4 PC, X1 BS, X1 DC, x2 HT & x2 BT	Big Yellow Storage, 71 Townmead Road, London, SW6 2ST	Delivery	21/01/2025	PM SLOT - 12pm-5pm	07464 669 028 *Call when 30 mins away from location*
Augustine Reynolds	City Sparrow Apartments	**x50 Double Linen sets -** (x4 PC, x1 DC, x1 BS, + x2 BT, x2 HT) **+** **x50 Bathmats**	278 Saint James Road, Wetons House, London, SE1 5JX	Delivery	21/01/2025	PM SLOT - 12pm-5pm	Augustine 07500 707 831 Carol 07549 853 927

Anil Bagga	Wellington Stays Ltd	**x15 Double Linen Sets** (x4 PC, x1 DC, x1 BS + x2 HT + x2 BT)	545 High Road, Leytonstone, E11 4PB	Delivery	22/01/2025	PM SLOT - 12pm-5pm	Anil Bagga 07850 066 326
Ilham Mohamed	Nawsa Properties Ltd	**x4 Double linen sets** (x4 PC, x1 DC, x1 BS) **x2 Single Linen Sets** (x2 PC, x1 DC, x1 BS) No Towels required	Flat 4 Steel Back House, 102 Renwick Road, Barking, IG11 0PE	Delivery & Collection	22/01/2025	PM SLOT - 12pm-5pm	07908 962 805
Jojo Gaye Jagne	Airbnb	**x3 King Linen Sets** (X4 PC, X1 BS, X1 DC, x2 HT & x2 BT) **x2 Double Linen Sets** (X4 PC, X1 BS, X1 DC, x2 HT & x2 BT) **x2 Bathrobes (Purchase)** **x4 Bathmats (Purchase)**	13 Heathfield Court, Avonley Road, London, SE14 5AP	Delivery	22/01/2025	AM SLOT - 9am-12pm	07518 794 379

Clarissa Sorrenti	London Urban Escape Ltd	**CAMDEN** **14 Camden High Street, London, NW1 0JH** **15 KING SETS (King Linen Set Hire (Bed + Bath), polycotton White)** **15x bath mats (polycotton White)** **WESTB** **1 Westbourne Crescent, W2 3DB** **20x king sets (King Linen Set Hire (Bed + Bath), 100% Cotton White)** **20x bath mats (King Linen Set Hire (Bed + Bath), 100% Cotton White)** *(x4 PC, x1 BS, x1 DC, x2 BT + x2 HT - Per Set)*	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collection	22/01/2025	AM SLOT 9am-12pm	07481 154 511 EDH - ENTRANCE DOOR CODE: 8023 (Leave linen on 1st floor by the wardrobe at the end of the corridor) Camden - ENTRANCE DOOR CODE: C3458Z Leave linen in the srotage room (STORAGE ROOM CODE: C2478X) at the bottom of the staircase on ground floor) West B - Entrance door code: 1827 (leave linen inside BOX 1 to the right hand side of the entrance door)

Tibor Matta	Airbnb	**Collection only**	38 Wansey Street, SE17 1JP, London	Collection	23/01/2025	PM SLOT - 12pm-5pm	7858815837
Gunalan Ganasegaram	GK LETTINGS & MANAGEMENT	**Quantities to be confirmed by client**	2 Vincent Road, CR0 6ED Croydon	Delivery & Collection	23/01/2025	PM SLOT - 12pm-5pm	07703 430 949
Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x50 Double llnen Sets -** (x2 PC, 1DC, 1FS (Fitted Sheet), 2HT, 2BT	38 Wansey Street, SE17 1JP, London	Delivery & Collection	23/01/2025	PM SLOT - 12pm-5pm	Viktoria - 07542 130 937 Tibor - +44 7858 815837 (For emergency only)
Blagovesta Kyuchukova	Building Clean London LTD	**50 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 BT, x2 HT) **5 Super King Sets** (x4 PC, x1 DC, x1 BS, x2 BT, x2 HT) **12 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 BT, x1 HT) **40 Bathmats** *Also around 30/40 Kitchen towels to collect and wash*	57-59 Philbeach Gardens,SW5 9EE	Delivery & Collection	23/01/2025	PM SLOT - 12pm-5pm	07562 448 464

Johnny Romana	Airbnb	**15 Double Linen Sets** (x4 PC, x1 DC, x1 BS, + x2 BT, x2 HT) **15 Single Linen Sets** (x2 PC, x1 DC, x1 BS, + x1 BT, x1 HT) **15 Bathmats**	29 Ridge Hill, London, NW11 8PR	Delivery & Collection	24/01/2025	AM SLOT 9am - 12pm	07968 928 874
Nima HP	Key Bridge LTD	**x50 Double Linen sets -** (x4 PC, x1 DC, x1 BS, + x2 BT, x2 HT) **+** **x50 Bathmats** *Subject to client paying arrears first*	72 Parkway, London, NW1 7AH - 76 Neal Street, London, WC2H 9AJ - 3 Golders Green Road, London, NW11 8DY - 5 Prince of Wales Terrace, London, W8 5PG - 253 Royal College Street London, NW1 9LU	Delivery & Collection	24/01/2025	PM SLOT - 12pm-5pm	7367707044
Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel)** **Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection both	24/01/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149

Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	26/01/2025	AM SLOT 9am - 12pm	7470 255 034