londonist

HOSPITALITY

# WEEKLY SALES & MARKETING SUMMARY

**20/01/2025 – 26/01/2025**

## QUICK GLANCE AT FIGURES

£

**TOTAL SALES**

£70,387.96

**TOTAL INVOICES**

14

**NEW LEADS**

23

“ ”

**QUOTES SENT**

19

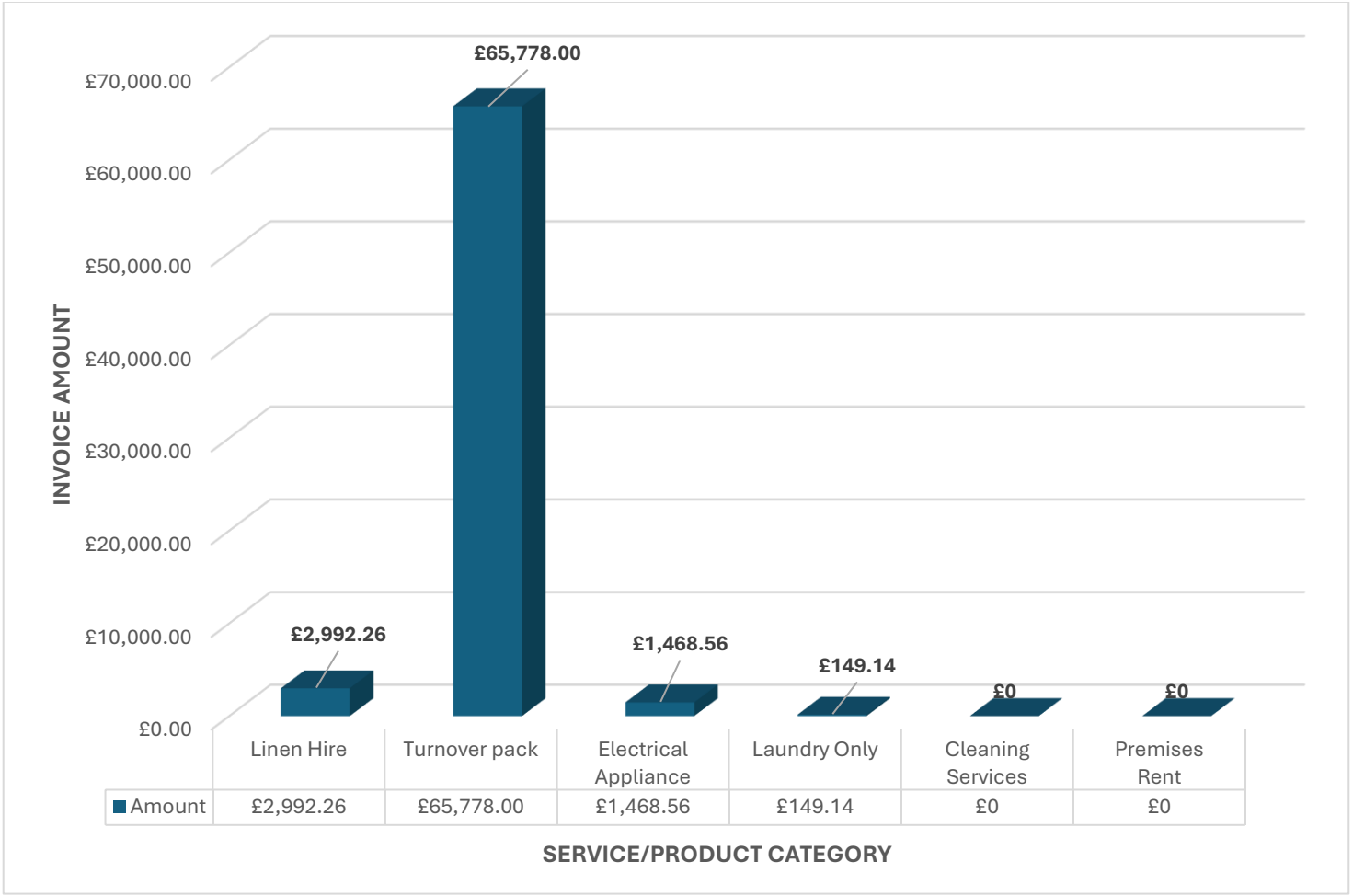
**CONVERSIONS**

1

**ORDERS DELIVERED**

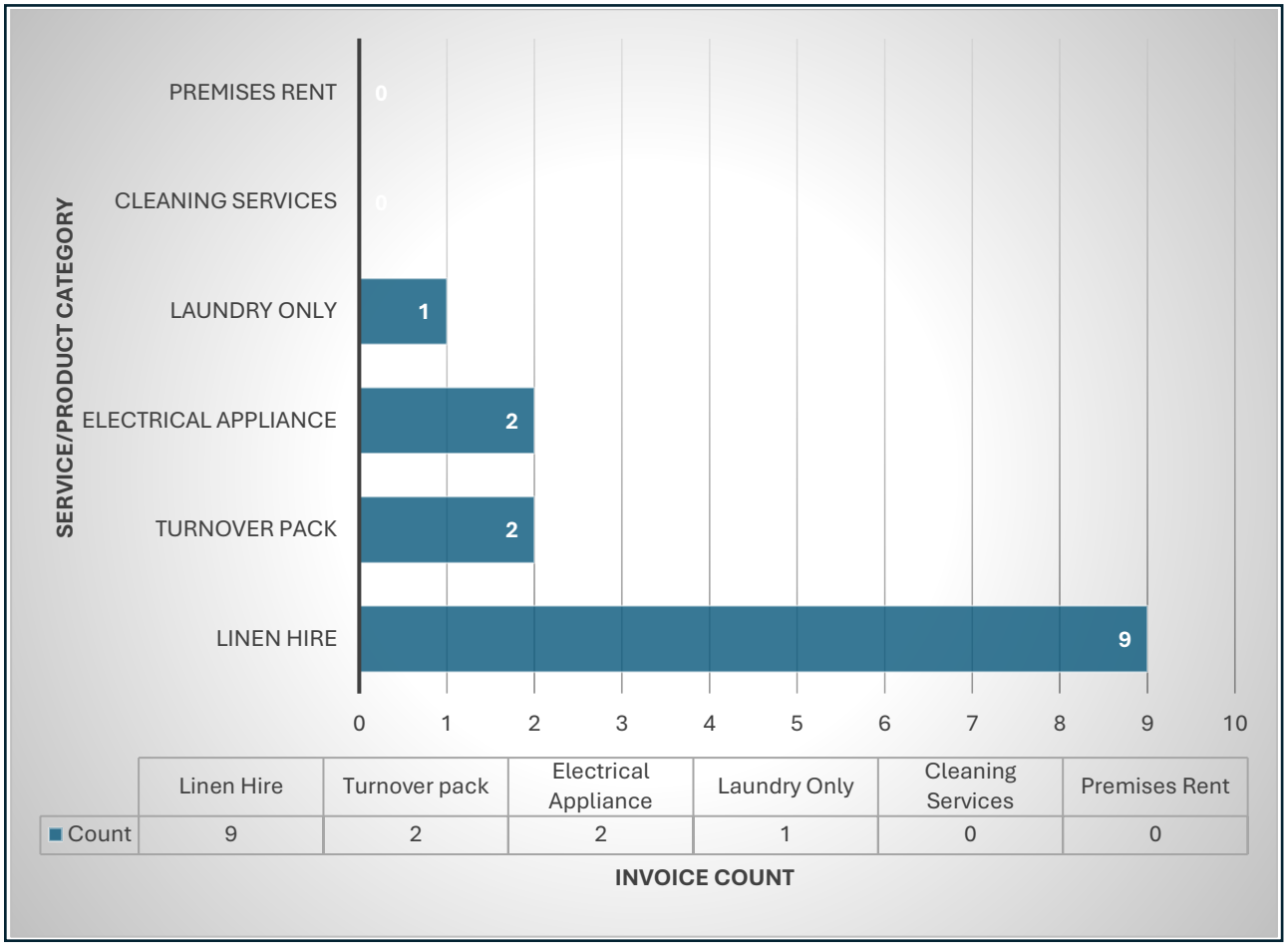
15

## DETAILED GLANCE OF SALES – INVOICE AMOUNT



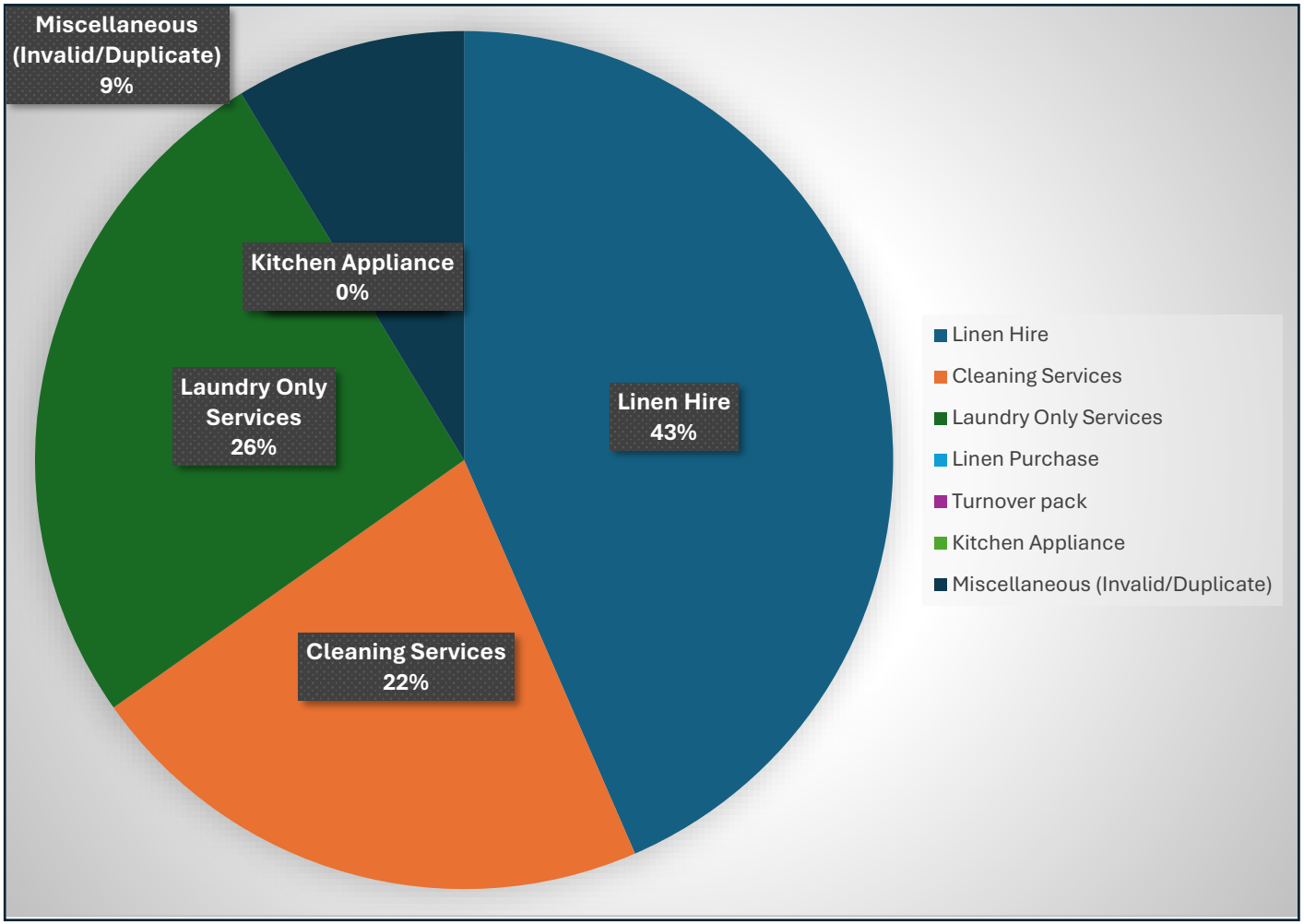

TOTAL AMOUNT - **£70,387.96**

# DETAILED STATISTICS – INVOICE COUNT (14)

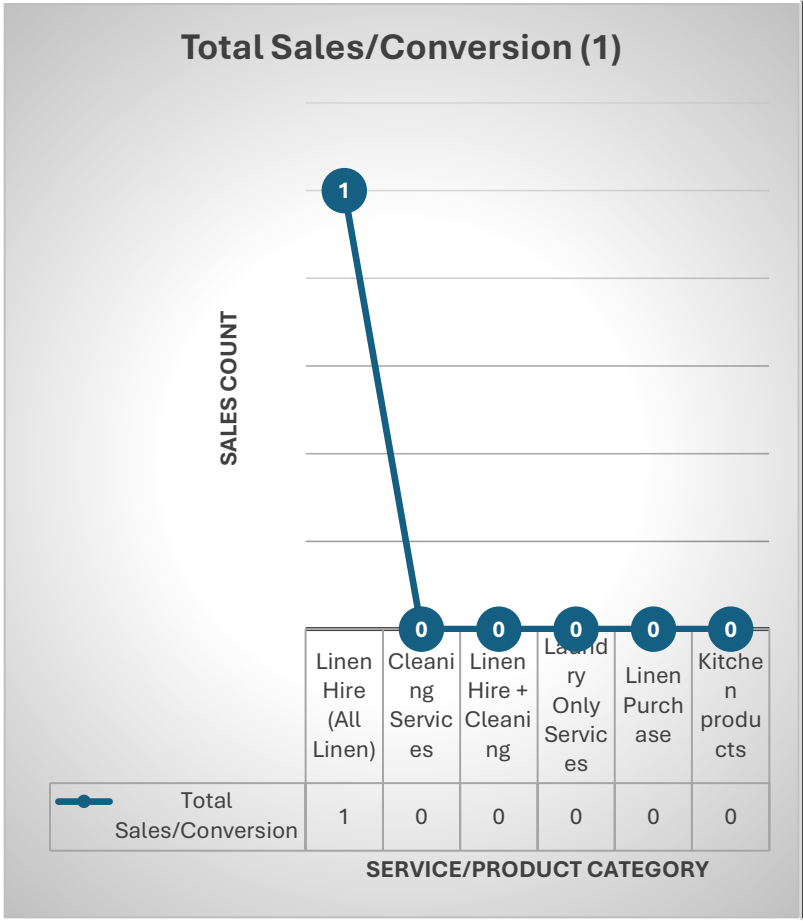


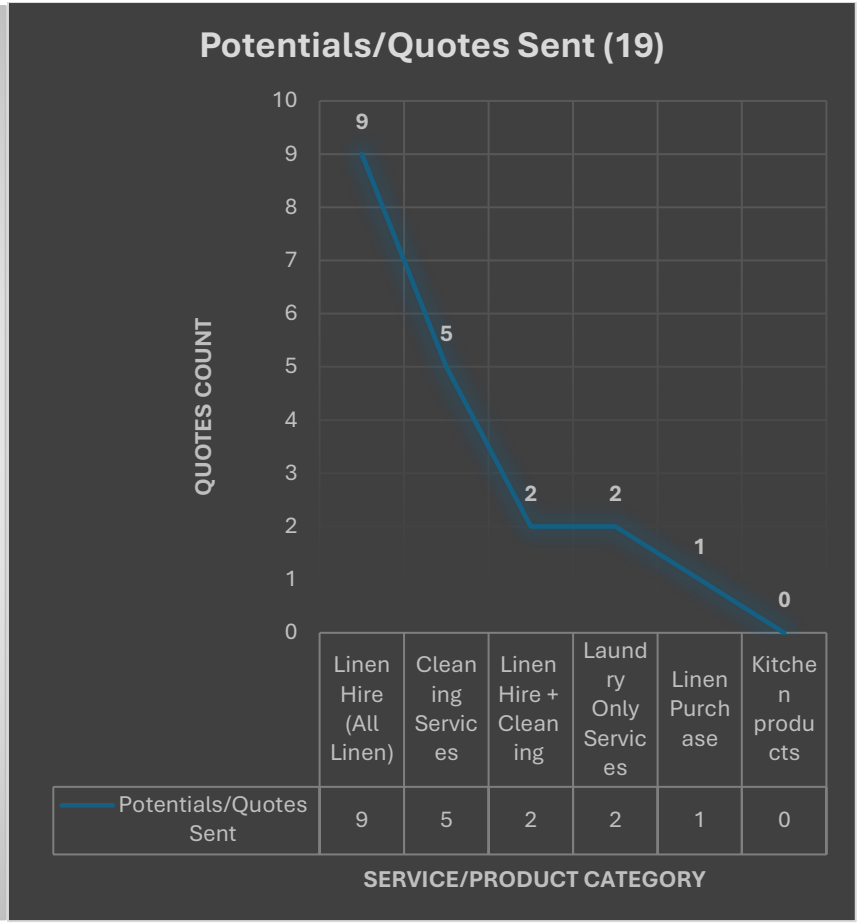

| | Linen Hire | Turnover pack | Electrical Appliance | Laundry Only | Cleaning Services | Premises Rent |
|---|---|---|---|---|---|---|
| Count | 9 | 2 | 2 | 1 | 0 | 0 |

# LEADS RECEIVED DURING THE WEEK (23)



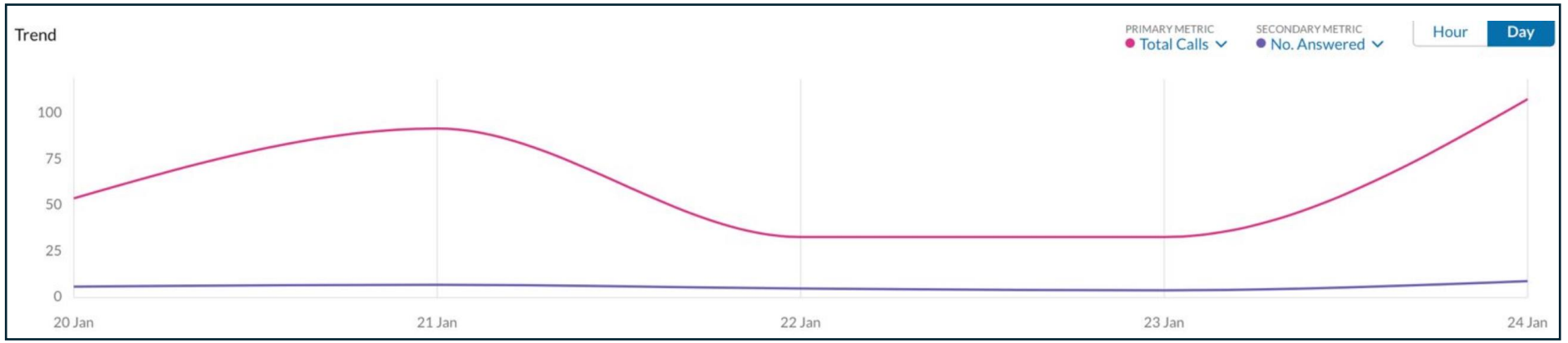
# SALES TEAM ACTION



# SALES CALL INSIGHTS

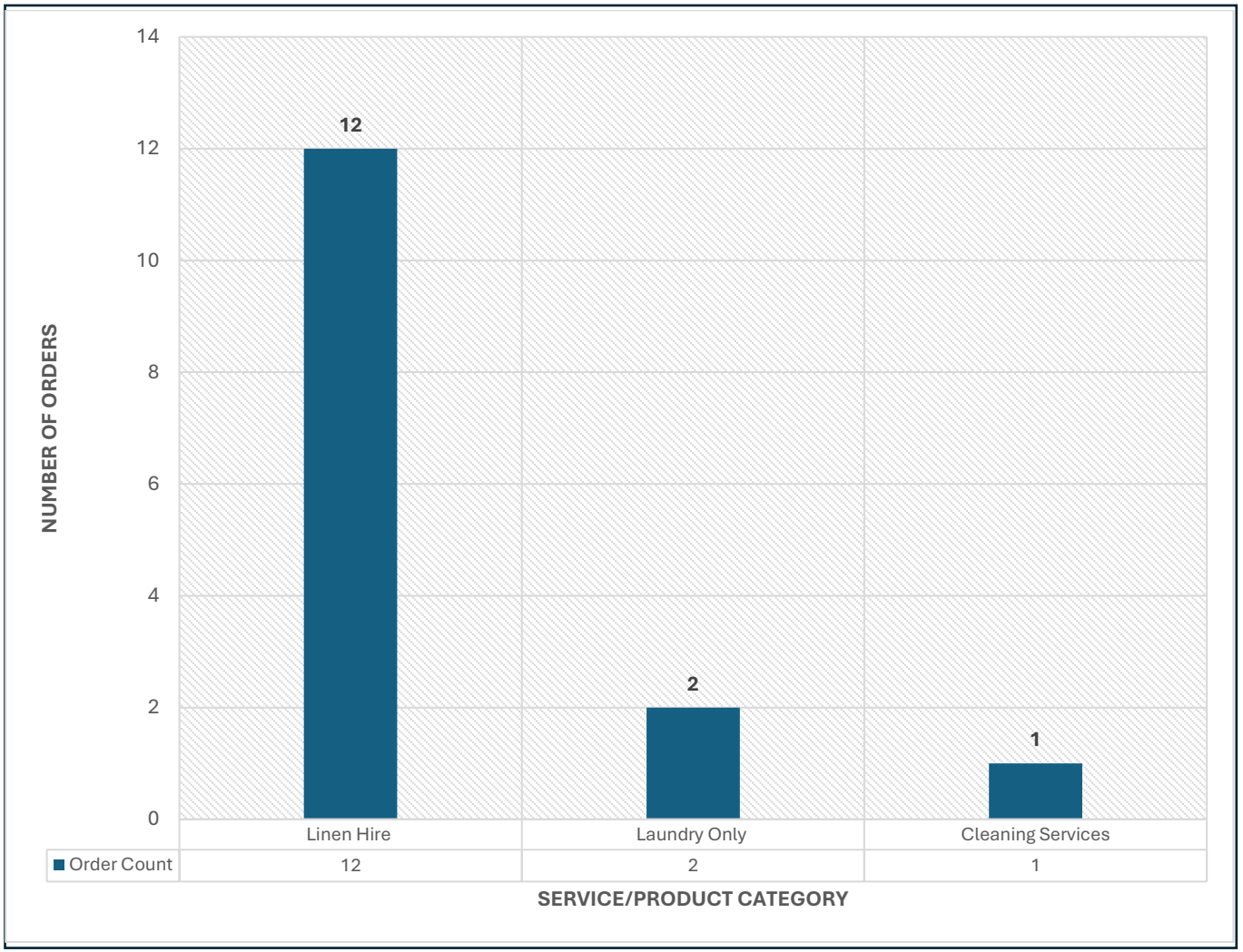
**Sales Agent: Calvin & Abhishek**
Total Calls during 5 working days of the week**: 289** Average calls: Calvin – **29.8**, Abhishek – **46.6**




| Name | Ext. | Total Calls | Avg. Calls/day | No. Inbound | No. Outbound | % Missed (w/VM) | Avg. Handle Time |
|---|---|---|---|---|---|---|---|
| Hospitality Office | 704 | 149 | 29.80 | 53 | 96 | 67.9% | 01:59 |
| Abhishek Singh | 706 | 140 | 28.00 | 13 | 127 | 38.5% | 00:37 |

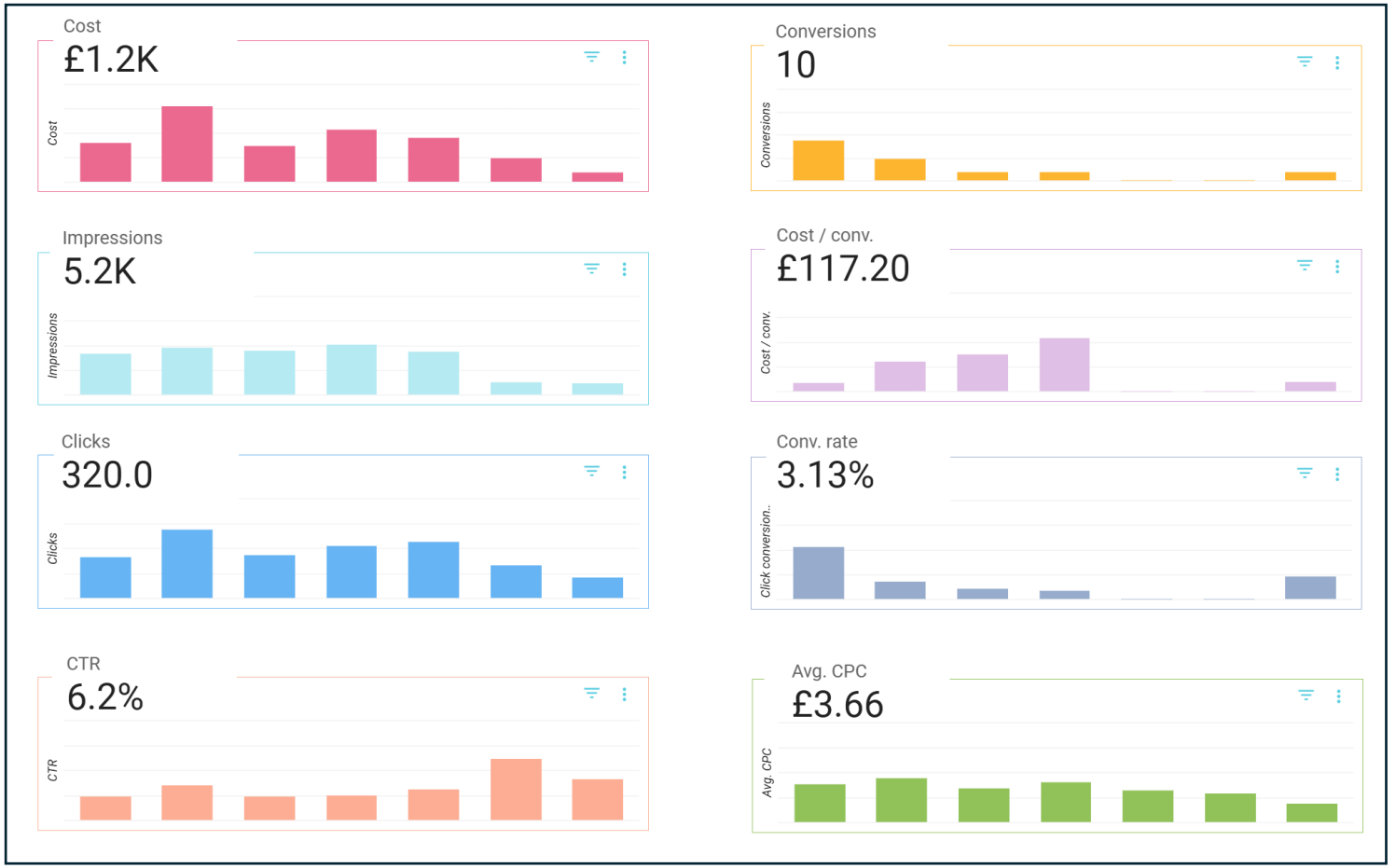
**Note:** Hospitality Office data above belongs to Calvin.
Average calls by Calvin is calculated based on 5 working days and for Abhsihek, it is calculated based on 3 working days.

# ORDERS DELIVERED DURING THE WEEK (15)

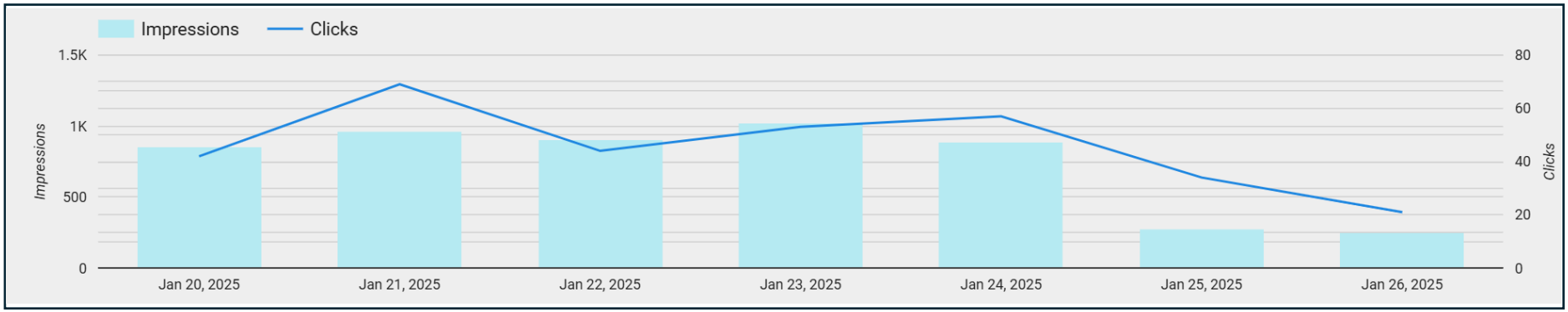


# MARKETING PAID AD PERFORMANCE DURING THE WEEK

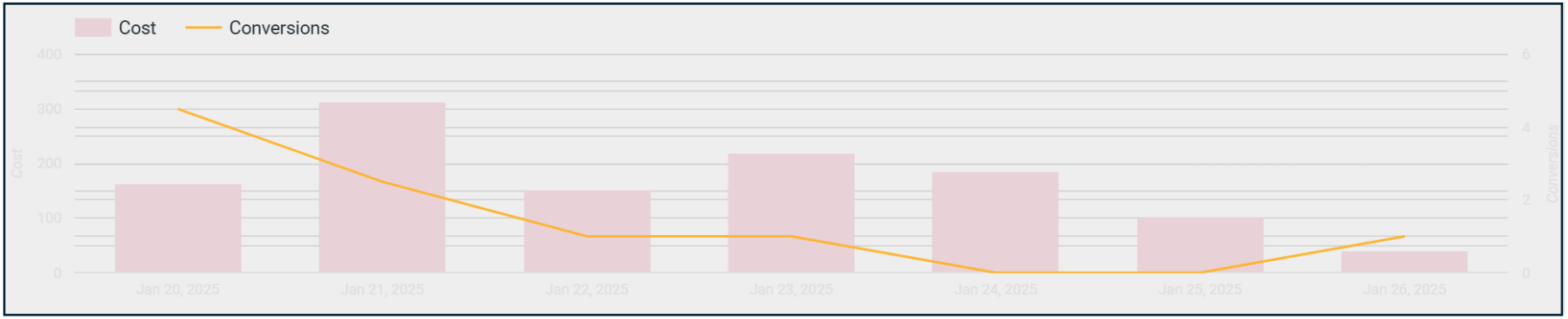
## Google Ads
## PERFORMANCE METRICS



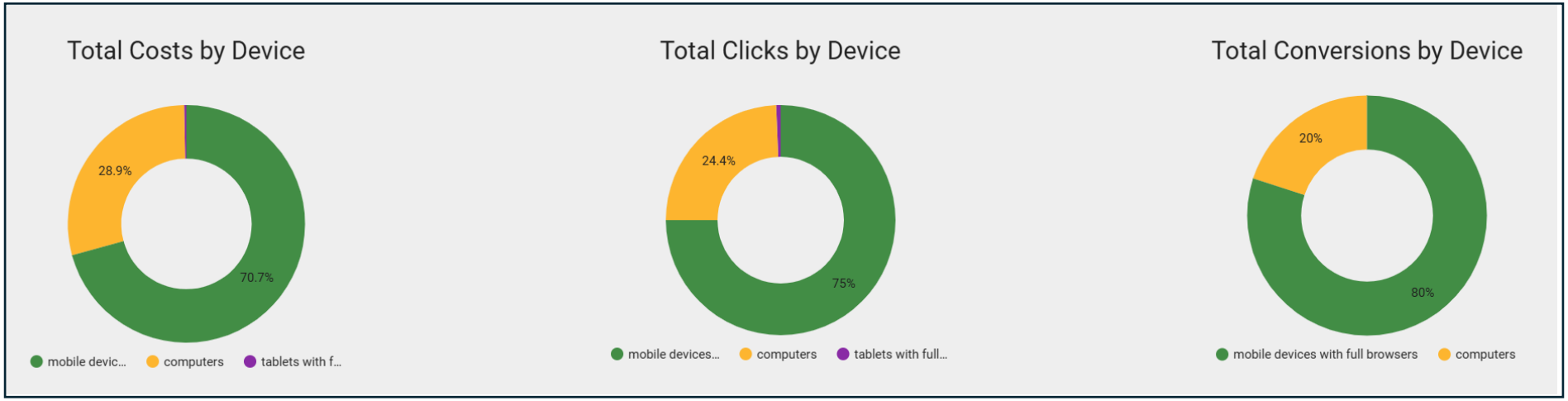
## IMPRESSIONS 5.2K ↑ 2,038 & CLICKS 320.0 ↑ 92




## CONVERSIONS 10 ↓ 0 vs COSTS £1K ↑ £513.96



# USER DEVICE PERFORMANCE




| | Device | Cost | Impressions | Clicks | CTR | Avg. CPC | Conversions | Cost / conv. | Conv. rate |
|---|---|---|---|---|---|---|---|---|---|
| 1. | mobile devices with full browsers | £829 | 3,971 | 240 | 6.04% | £3.45 | 8 | £103.65 | 3.33% |
| 2. | computers | £339 | 1,161 | 78 | 6.72% | £4.35 | 2 | £169.62 | 2.56% |
| 3. | tablets with full browsers | £4 | 27 | 2 | 7.41% | £1.81 | 0 | £0 | 0% |
| | **Grand total** | **£1,172** | **5,159** | **320** | **6.2%** | **£3.66** | **10** | **£117.2** | **3.13%** |

# Meta Ads (PERFORMANCE)

## Acquisition

| Impressions | Reach | CPM |
|---|---|---|
| 37.45K | 17.23K | £22.58 |

## Engagement

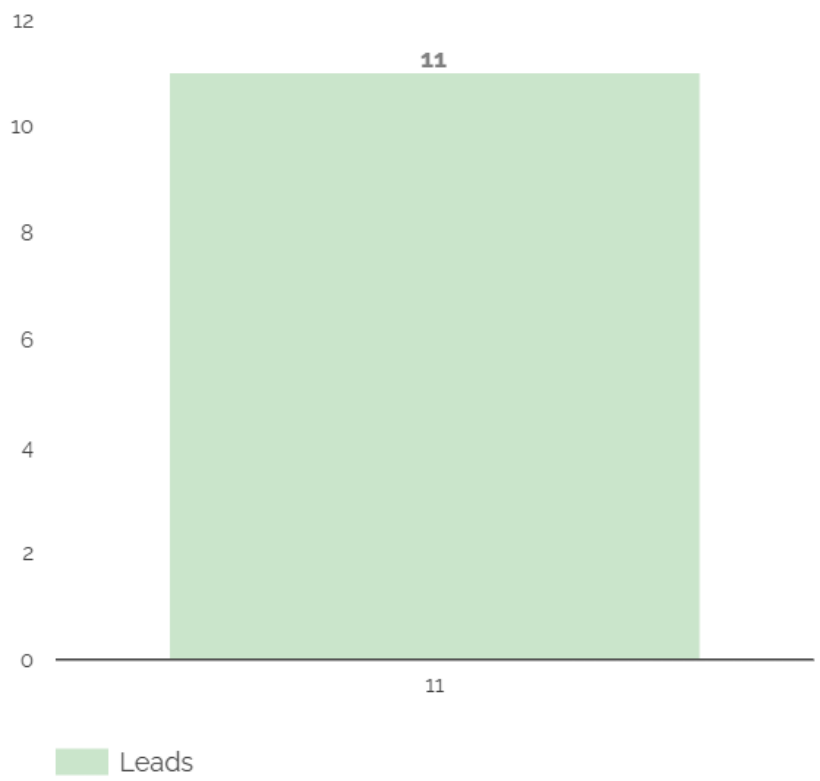
| Clicks | CTR | CPC |
|---|---|---|
| 263 | 0.70% | £3.22 |

## Leads

| Leads | Cost Per Lead |
|---|---|
| 11 | £76.89 |

Spend
£845.75

## Leads Overtime

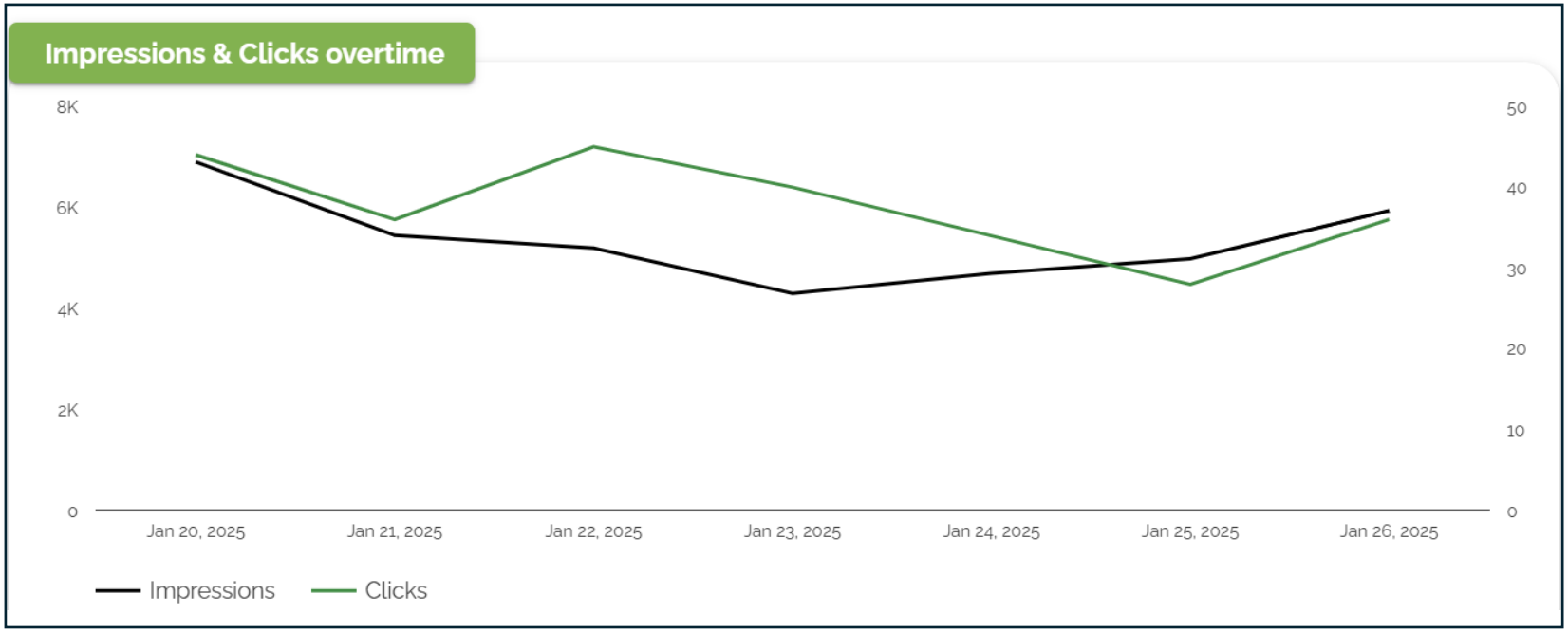


# CAMPAIGN PERFORMANCE

## Top Campaigns

| | Ad Set Name | Clicks | Impressions | Amount Spent | CPC | Leads |
|---|---|---|---|---|---|---|
| 1. | linen_hire_hospitality | 186 | 31,527 | £703.35 | £3.78 | 7 |
| 2. | commercial_laundry_hospitality | 77 | 5,925 | £142.4 | £1.85 | 4 |

## Impressions & Clicks overtime



## WEEKS HIGHLIGHT (06/12/2024 – 12/01/2025)

## SALES

**Weeks Agreed Clients & Waiting for Signature**

1. **Mina Shirazimohager –** Signed the contract.
   Estimated Invoice amount: **£191 per week**, Services: **Linen Hire**

2. **Maria Costantini, Relocation Point Ltd –** Waiting for signature.
   Estimated Invoice amount: **N/A**, Services: **Linen Hire + Cleaning Services**
   (Maria has shifted to another department and handed over to another person who is trying to analyse the cleaning cost and feedback is awaited to proceed with the contract amendment.)

3. **Younes Bennan, Sorted Lettings LTD –** Contract on pause.
   Estimated Invoice amount: **N/A**, Services: **Cleaning Services**
   (Awaiting the floor plan for rest of the three locations to prepare another quote for his review with additional request for cleaning products and once the quote is reviewed, amendments will be made in the contract)

4. **Stella Boahene, Obaatanpa food and Bakery joint –** Promising Prospect.
   **Estimated Invoice amount:** £78 per week, **Services:** Linen Hire

**Takeaways**

1. **Gengiz, Balance – Linen Hire**

**FEEDBACK:**

- Quote amount: £226
- Based in Waterloo
- Found the discounted laundry prices sky high and went to another supplier even when a price match was discussed.

2. **Suzann – Laundry Only**
   **FEEDBACK:**
   - Based in Warrington area up north due to which the query was closed in first place.

3. **Kala patel – Invalid query**
   - Looking for a cleaner’s job

# MARKETING

**Google Ads Cost per Conversion:**

Total Leads Received – **10**

Cost per Conversion to CRM - **£117.20**

**Meta Ads Cost per Conversion:**

Total Leads Received – **11**

Cost per Conversion to CRM - **£76.89**

**Campaign wise Spent:**

Google Ads –

1. Cleaning Ads spent - **£585**
   Leads generated – **8**
2. Hire Ads spent - **£462**
   Leads generated – **1.5**
3. Laundry Ads spent - **£124**
   Leads generated – **0.5**

Meta Ads –

1. Linen Hire Ads spent - **£703.35**
   Leads generated – **7**
2. Commercial Laundry Ads spent - **£142.4**
   Leads generated – **4**

# Appendix

## SALES TEAM ACTION WOW

| Category | Total Sales/Conversion | Potentials/Quotes Sent |
|---|---|---|
| Linen Hire (All Linen) | 1 | 9 |
| Cleaning Services | 0 | 5 |
| Linen Hire + Cleaning | 0 | 2 |
| Laundry Only Services | 0 | 2 |
| Linen Purchase | 0 | 1 |
| Kitchen products | 0 | 0 |
| **GRAND TOTAL** | **1** | **19** |

## INVOICE DETAILS

| Category | Count | Amount |
|---|---|---|
| Linen Hire | 9 | £2,992.26 |
| Turnover pack | 2 | £65,778.00 |
| Electrical Appliance | 2 | £1,468.56 |
| Laundry Only | 1 | £149.14 |
| Cleaning Services | 0 | £0 |
| Premises Rent | 0 | £0 |
| **Total** | **14** | **£70,387.96** |

## ORDERS DELIVERED

| Category | Order Count |
|---|---|
| Linen Hire | 12 |
| Laundry Only | 2 |
| Cleaning Services | 1 |
| **Total** | **15** |

**LEADS RECEIVED DURING THE WEEK**

| Category | Total leads |
|---|---|
| Linen Hire | 10 |
| Cleaning Services | 5 |
| Laundry Only Services | 6 |
| Linen Purchase | 0 |
| Turnover pack | 0 |
| Kitchen Appliance | 0 |
| Miscellaneous (Invalid/Duplicate) | 2 |
| **GRAND TOTAL** | **23** |

**TENTATIVE SCHEDULE FOR NEXT WEEK (27/01/2025 – 02/02/2025)**

| Client Name | Company Name | Order Description | Address | Delivery/Collection | Scheduled Day | Time Slot | Contact |
|---|---|---|---|---|---|---|---|
| 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 | 27/01/2025 | PM SLOT - 12pm-5pm | 07751141620 / 020 7052 9149 |
| Riz | Max and Mas Homes | **Linen Hire**<br><br>**x1 Double Linen Set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)<br><br>**Property Clean -** 2 room clean - x1 Bathroom and x1 Bedroom<br><br>Cleaner to take linen with them due to small quantity | 28 Wanderer Drive, Barking, London, IG11 OXJ | N/A | 27/01/2025 | PM SLOT - 12pm-5pm | 07548 960 104 |
| Steve Cogan | Airbnb | **17 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)<br><br>**5 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) | 26 Arminger Road, W12 7BB | Delivery & Collection | 27/01/2025 | PM SLOT - 12pm-5pm<br><br>***Cleaner at property between 11am - 3pm*** | 07939 200 486 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Tibor Matta | Airbnb | **Collection Only** | 38 Wansey Street,SE17 1JP, London | Collection | 28/01/2025 | PM SLOT - 12pm-5pm<br><br>(After 2pm) | 07858 815 837 |
| Gunalan Ganasegaram | GK LETTINGS & MANAGEMENT | **Collection Only** | 2 Vincent Road, CR0 6ED Croydon | Collection | 28/01/2025 | PM SLOT - 12pm-5pm | 07703 430 949 |
| Lawrence Nicol | Airbnb | **POLYCOTTON HIRE**<br><br>**x10 Pillowcases**<br>**x3 Double Bed Sheets**<br>**x3 Double Duvet Covers**<br>**x3 King Size Duvet Covers**<br>**x3 Single Bed Sheets**<br>**x3 Super King Bed Sheets**<br><br>*Subject to contract being returned in time* | 63 Harold Estate, Pages Walk, London, SE1 4HW | Delivery | 29/01/2025 | PM SLOT - 12pm-5pm | 07506 612 756 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Steven Wong | Messiah Property | **X2 Single Linen Sets**<br>(x2 PC, x1 BS, x1 DC, x1 BT, x1 HT)<br><br>**X4 Double Linen Sets**<br>(x4 PC, x1 BS, x1 DC, x2 BT, x2 HT) | 9 Lexham Gardens Mews, W8 5JQ | Delivery & Collection | 29/01/2025 | AM SLOT 9am-12pm | 0204 603 4190 |
| Anil Bagga | Wellington Stays Ltd | **x15 Double Linen Sets**<br>(x4 PC, x1 DC, x1 BS + x1 HT + x1 BT)<br><br>*Item requirement is correct, client doesn't need two towels per set for time being* | 545 High Road, Leytonstone, E11 4PB | Delivery & Collection | 29/01/2025 | PM SLOT - 12pm-5pm | Anil Bagga<br>07850 066 326<br><br>Mandy (Primary Contact)<br>07850 210 998 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Ilham | Nawsa Properties Ltd | **HIGH PRIORITY**<br><br>**x2 King Size Linen sets**<br>(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)<br><br>Was missed from order last week, error in sales team | Flat 4 Steel Back House, 102 Renwick Road, Barking, IG11 0PE | Delivery | 30/01/2025 | AM SLOT 9am-12pm | 07908 962 805 |
| Mina Shiraze | Airbnb / Guest Houses | **HIGH PRIORITY**<br><br>**2 Gladstone Park Gardens, NW2 6JU**<br><br>**16 Double Linen Sets**<br>**12 King Linen Sets**<br><br>x4 PCs, x1 DC, x1 BS, x2 BT + x2 HT<br>for all sets | 2 Gladstone Park Gardens, NW2 6JU | Delivery & Collection | 30/01/2025 | AM SLOT 9am-12pm | 07507 925 485 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Clarissa Sorrenti | London Urban Escape Ltd | **Collection Only** | 14 Camden High Street, London, NW1 0JH<br><br>1 Westbourne Crescent, London, W2 3DB | Collection | 30/01/2025 | AM SLOT 9am-12pm | 07481 154 511<br><br>EDH - ENTRANCE DOOR CODE: 8023 (Leave linen on 1st floor by the wardrobe at the end of the corridor)<br><br>Camden - ENTRANCE DOOR CODE: C3458Z Leave linen in the srotage room (STORAGE ROOM CODE: C2478X) at the bottom of the staircase on ground floor)<br><br>West B - Entrance door code: 1827 (leave linen inside BOX 1 to the right hand side of the entrance door) |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Heidi Kampa | La Bibliotheque | **x9 Super King Duvet Covers**<br>**x9 Super King Bed Sheets**<br><br>*Client indicated double and king size don't fit their beds*<br><br>***Collecting** - x3 Double Duvet Covers and Sheets & x6 King Duvet Covers and Sheets*<br><br>*Towels and Pillowcases to be kept by client* | La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL | Delivery & Collection | 30/01/2025 | AM SLOT 9am-12pm | 07799 007 963 / 01450 367 110 |
| Tibor Matta | Airbnb | **POLYCOTTON HIRE**<br>**x20 Double llnen Sets -** (x2 PC, 1DC, 1FS (Fitted Sheet)), 2HT, 2BT | 38 Wansey Street, SE17 1JP, London | Delivery & Collection | 30/01/2025 | PM SLOT - 12pm-5pm | Viktoria - 07542130937<br><br>Tibor - +44 7858 815837 (For emergency only) |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Blagovesta Kyuchukova | Building Clean London LTD | **x30 King Size Linen Sets** (x4 PC, x1 BS, x1 DC, x2 HT x2 BT)<br><br>**x10 Single Linen Sets** (x2 PC, x1 BS, x1 DC, x1 HT x1 BT) | 57-59 Philbeach Gardens,SW5 9EE | Delivery & Collection | 30/01/2025 | PM SLOT - 12pm-5pm | 07562 448 464 |
| Pam Nash | Tottenham Abode | **x6 Double Linen Sets** (x4 PC, x1 BS, x1 DC, x2 HT x2 BT)<br><br>**x3 Single Linen Sets** (x2 PC, x1 BS, x1 DC, x1 HT x1 BT) | 9 Winchelsea Road, N17 6XJ | Delivery & Collection | 31/01/2025 | AM SLOT - 12pm-5pm | 07399 153 138 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 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 | 31/01/2025 | PM SLOT - 12pm-5pm | 07751141620 / 020 7052 9149 |
| Steven Wong | Messiah Property | **x12 Double Linen Sets** (x4 PC, x1 BS, x1 DC, x2 HT x2 BT)<br><br>**x3 Single Linen Sets** (x2 PC, x1 BS, x1 DC, x1 HT x1 BT) | 1st order<br>102, Wheatsheaf close, E14 9UY:<br>-6 double sets<br>-collection<br><br>2nd order<br>161A Brook Drive, SE11 4TG<br>6 double, 3 singles sets | Delivery | 31/01/2025 | PM SLOT - 12pm-5pm | 0204 603 4190 |
| Shaheen D'Souza | N/A | **Domestic cleaning - Apartment clean** | 48 Cedar Road, Cricklewood, NW2 6SP | N/A | 02/02/2025 | AM SLOT 9am - 12pm | 7470 255 034 |