londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

30/12/2024 – 05/01/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£32,722.60

TOTAL INVOICES

4

NEW LEADS

21

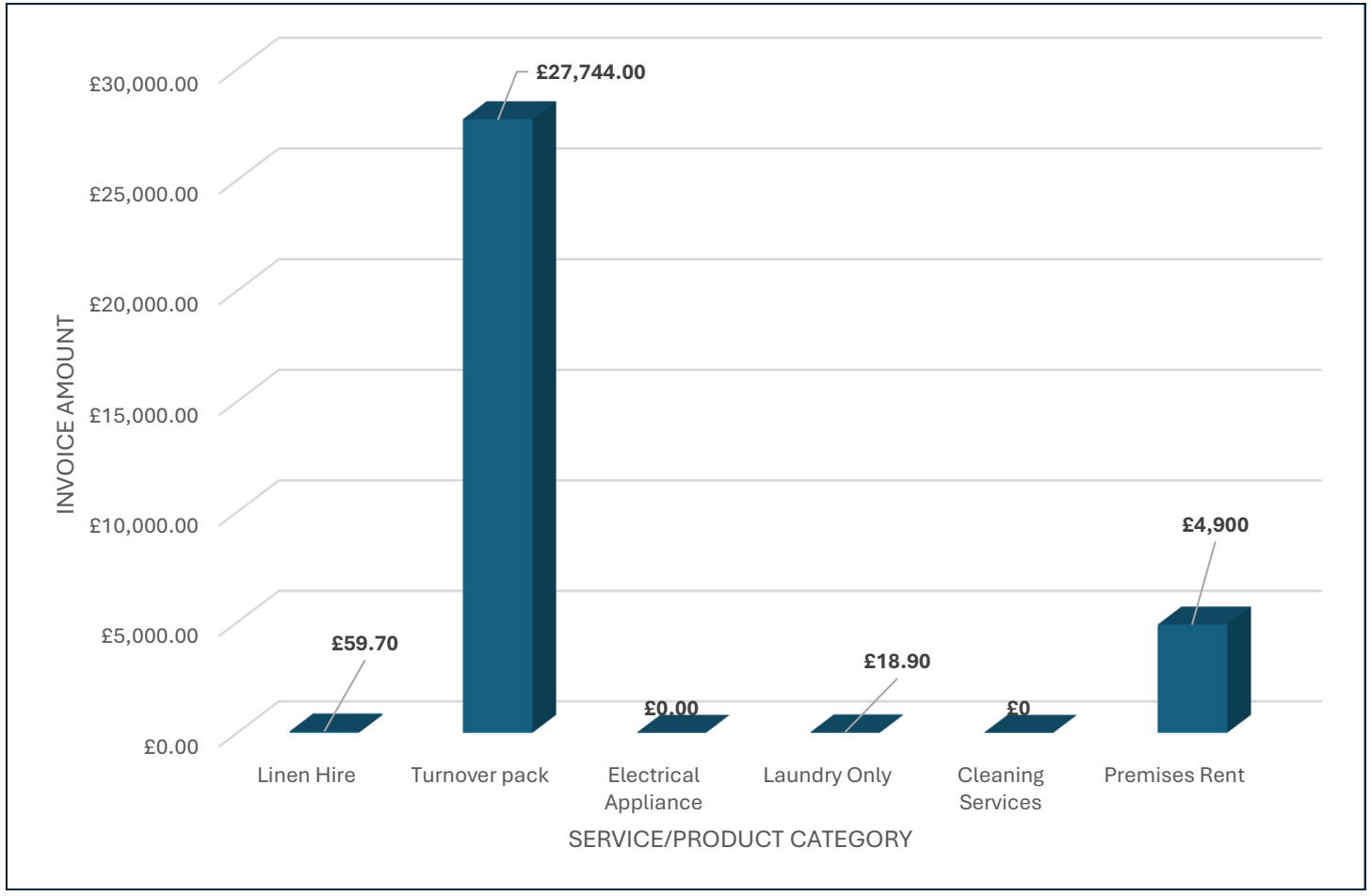
QUOTES SENT

19

ORDERS DELIVERED

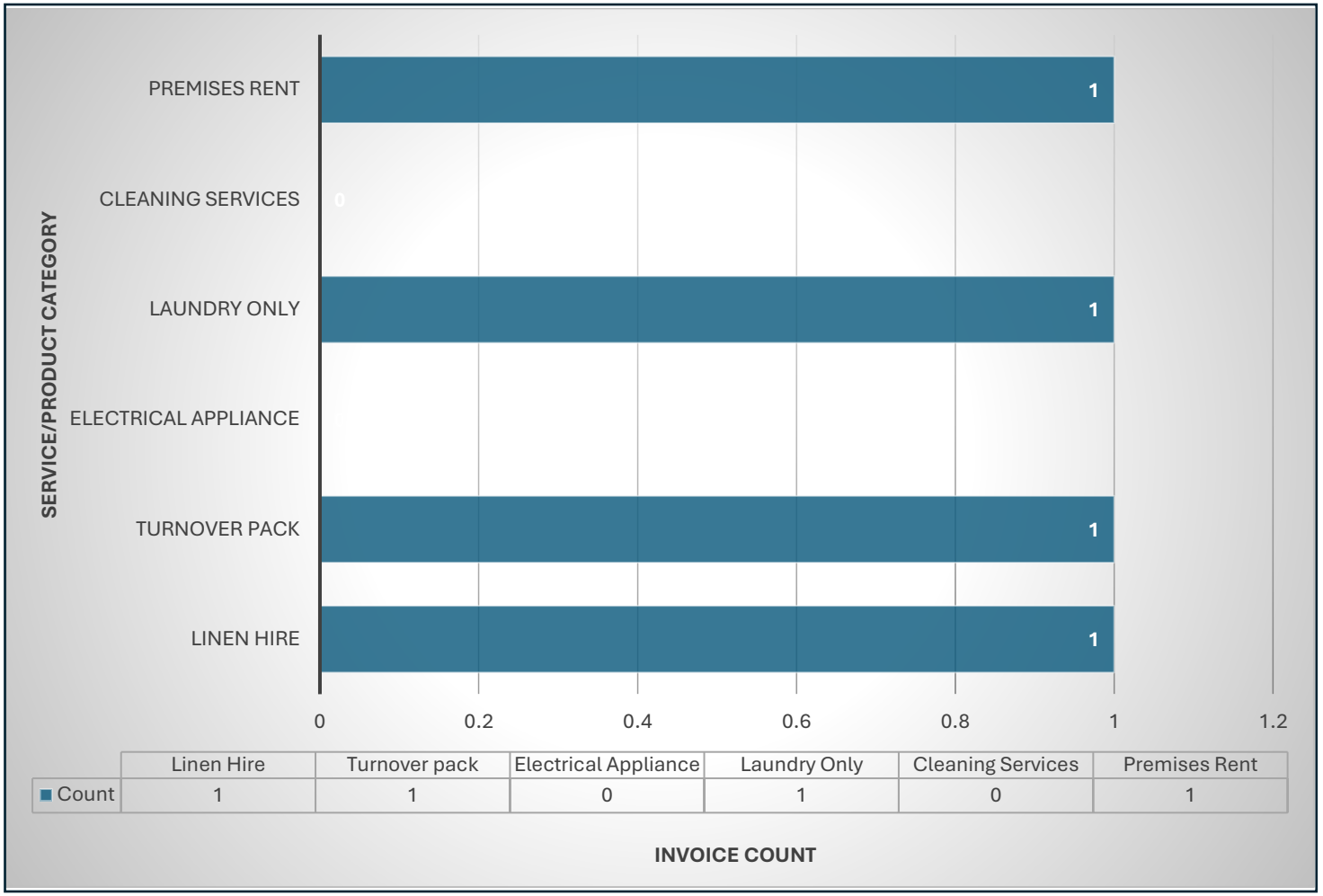
5

DETAILED GLANCE OF SALES – INVOICE AMOUNT



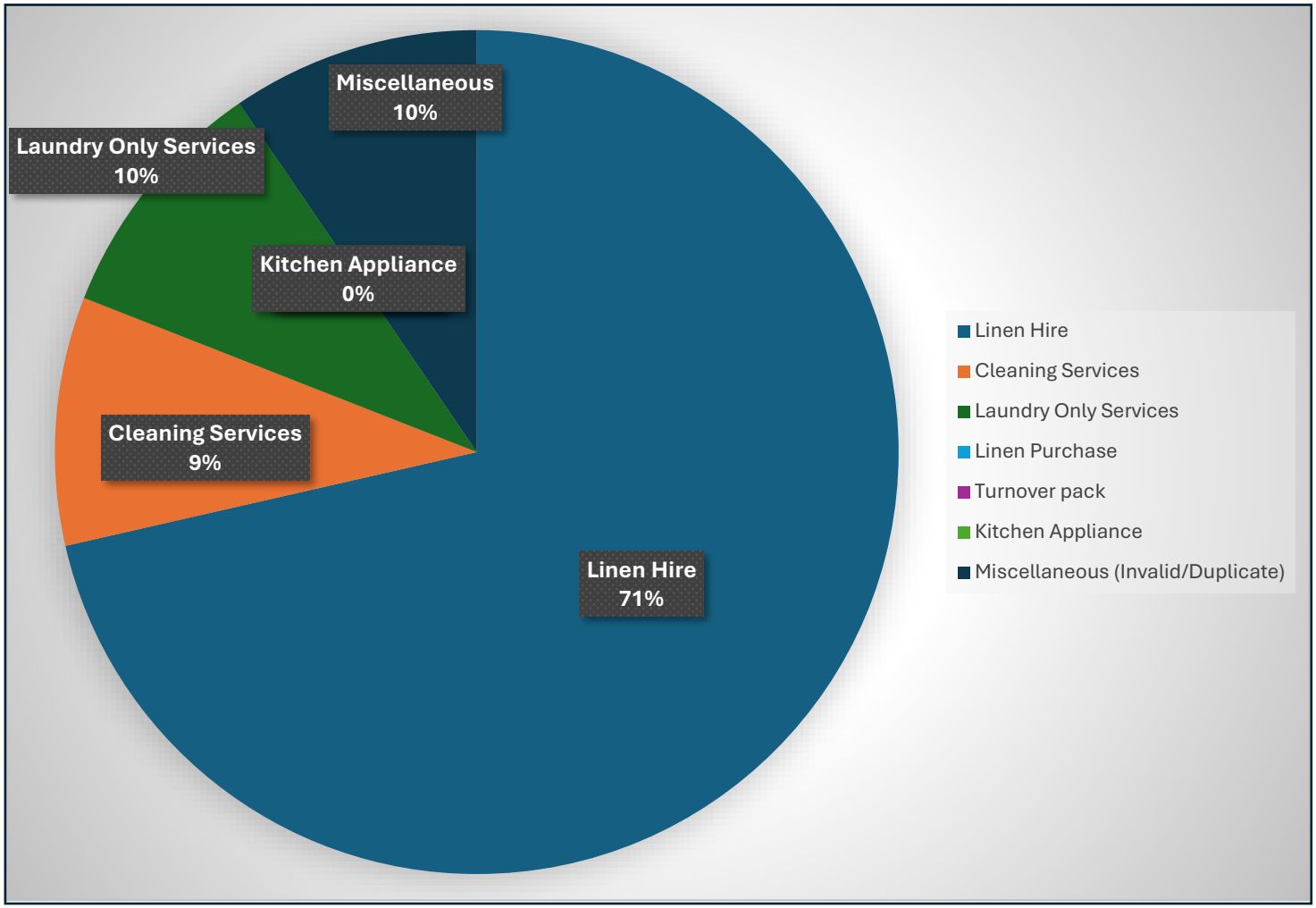
TOTAL AMOUNT - **£32,722.60**

DETAILED STATISTICS – INVOICE COUNT (04)

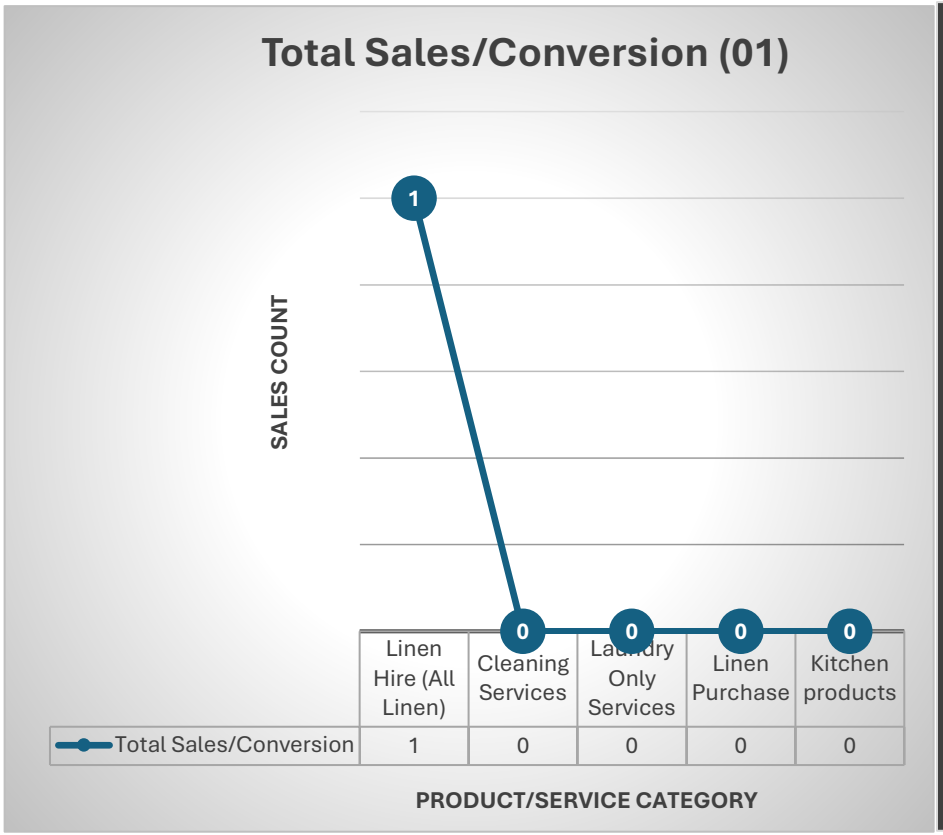


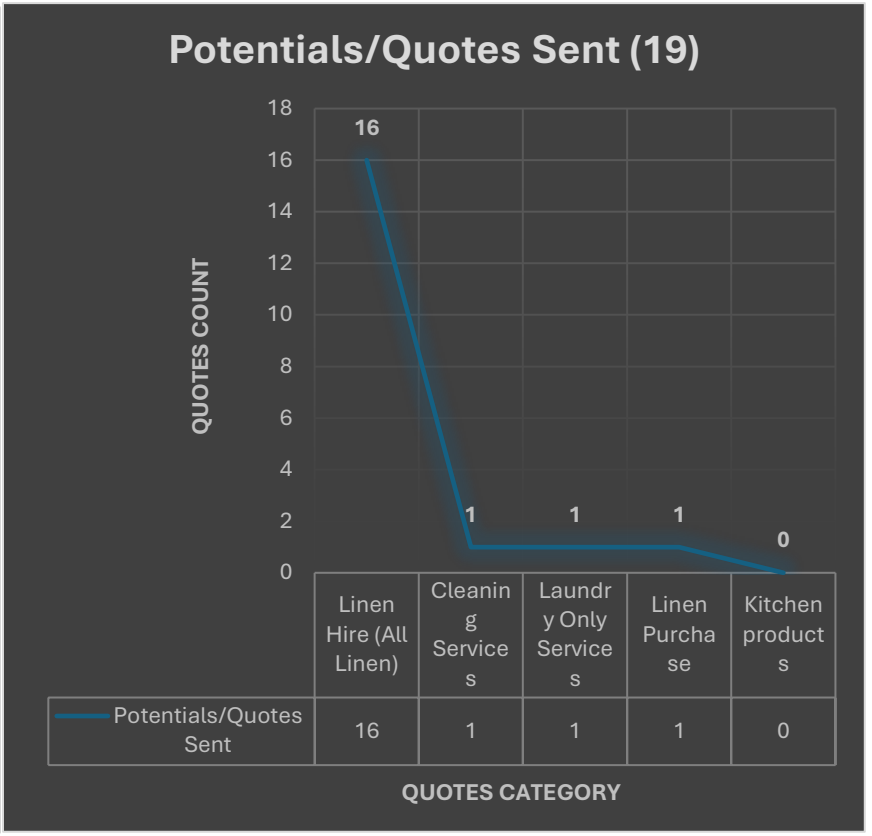
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Premises Rent
Count	1	1	0	1	0	1

LEADS RECEIVED DURING THE WEEK (21)



SALES TEAM ACTION

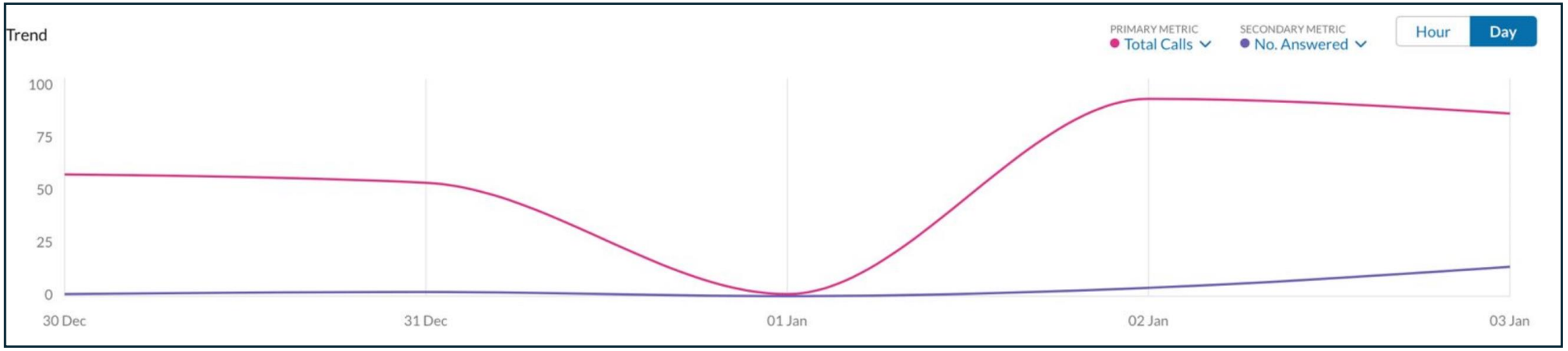




SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek

Total Calls during 4 working days of the week**: 227** Average calls a day**: 57**

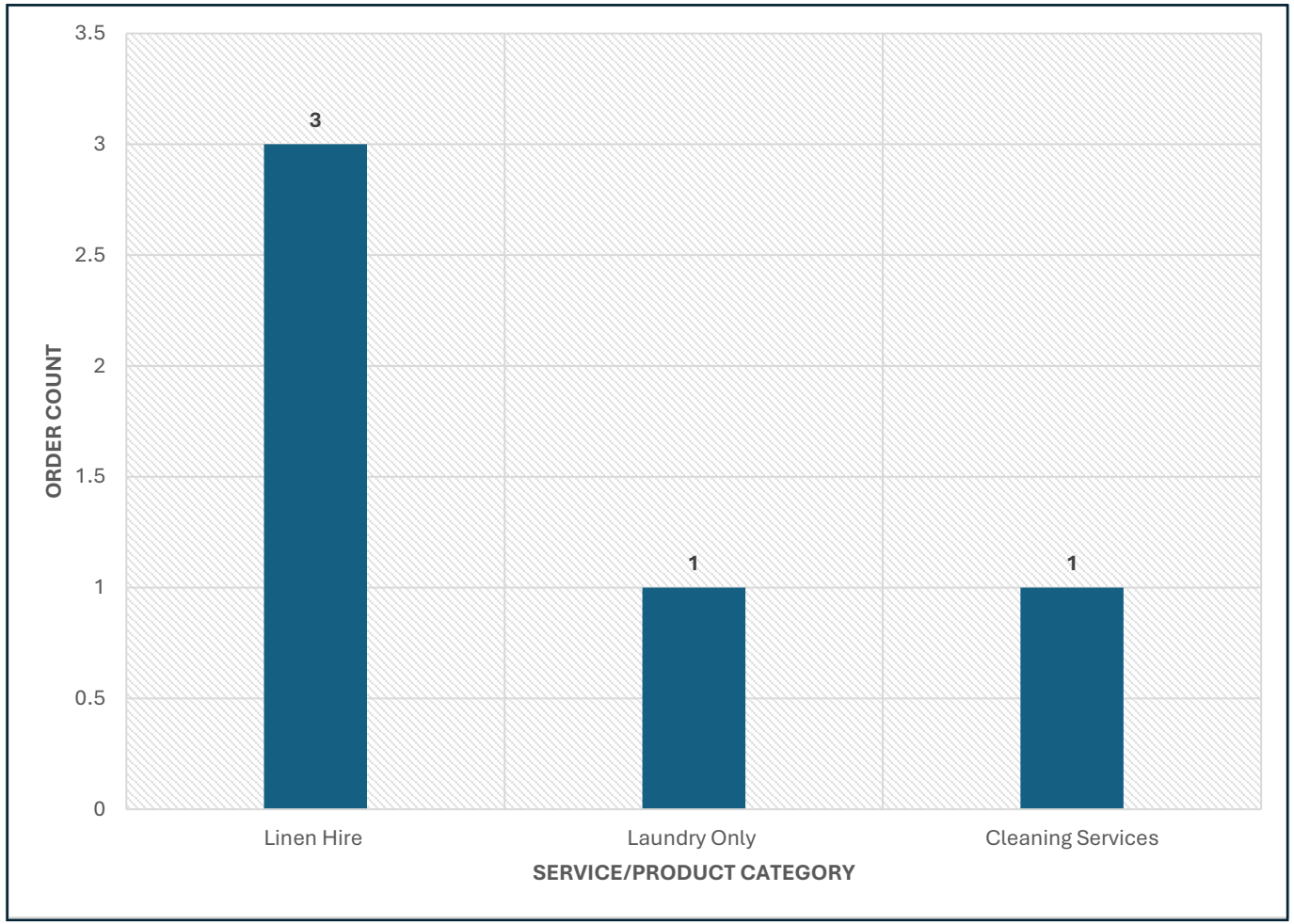


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	126	25.20	9	117	11.1%	00:49
Hospitality Office	704	101	20.20	17	84	94.1%	02:10

Note: Hospitality Office data above belongs to Calvin.

The trend shown above belongs to 4 working days as 1st January was a Bank Holiday during the week.

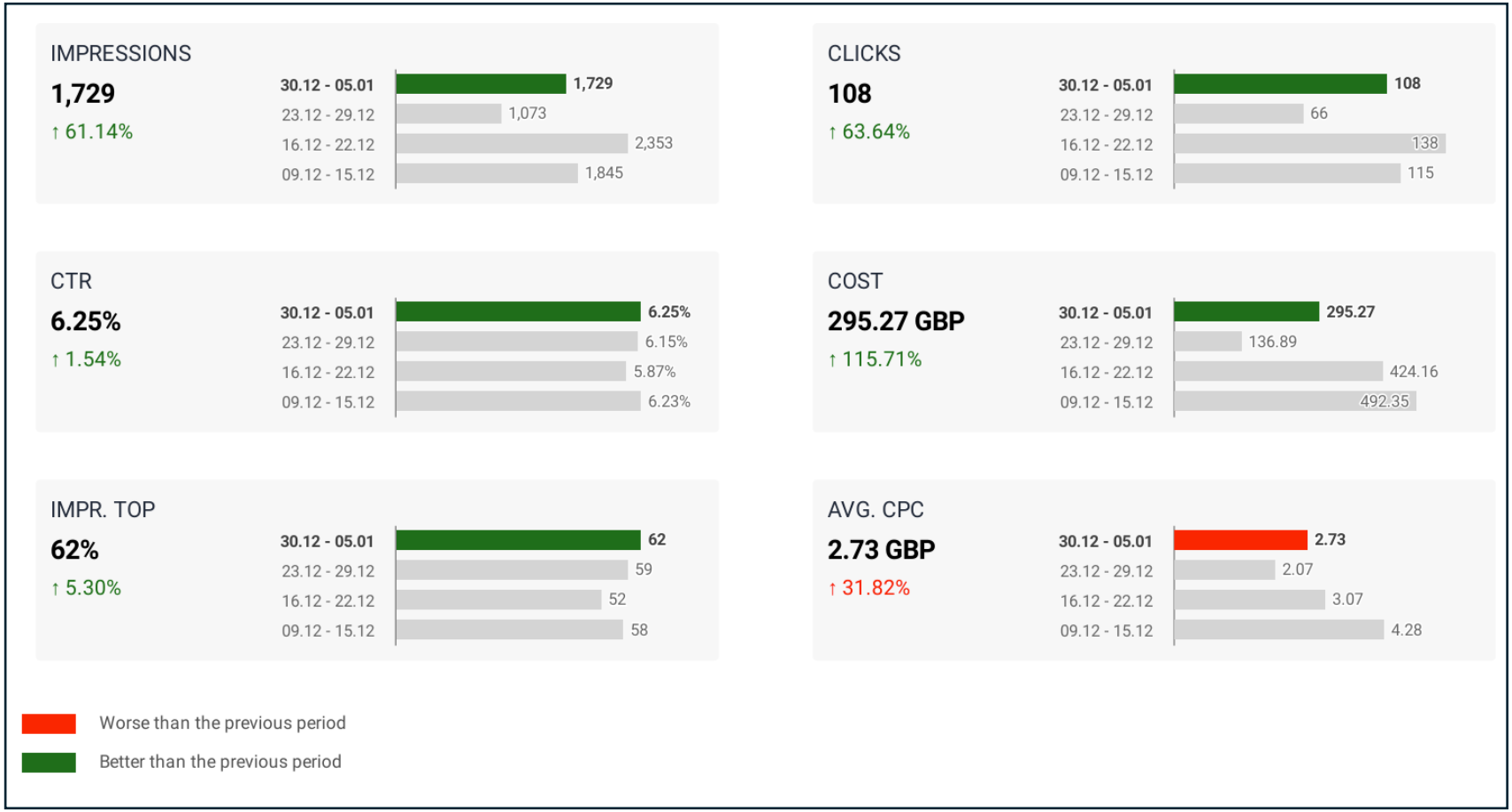
ORDERS DELIVERED DURING THE WEEK (5)



(Deliveries resumed from 3rd January 2025, Friday of the week and 4 deliveries were attempted on the same day after break)

MARKETING PAID AD PERFORMANCE DURING THE WEEK

Google Ads
PERFORMANCE METRICS

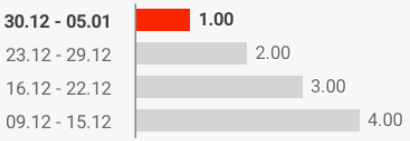


CONVERSION METRICS

CONVERSIONS

1.00

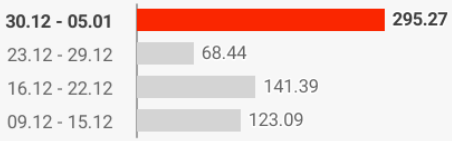
↓ -50.00%



COST/CONV.

295.27 GBP

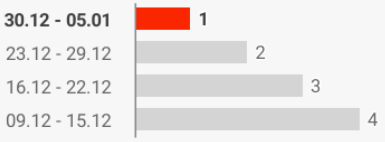
↑ 331.42%



CONVERSION VALUE

1

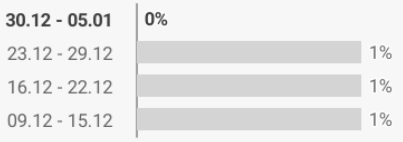
↓ -50.00%



ROAS

-

↓ -100.00%



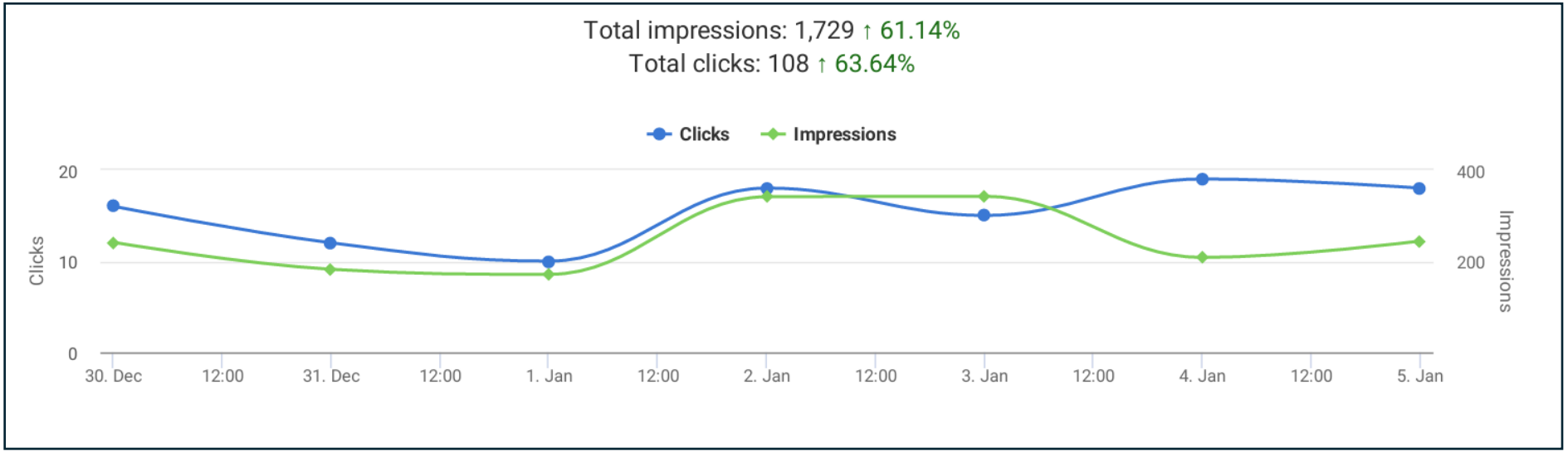
Worse than the previous period

Better than the previous period

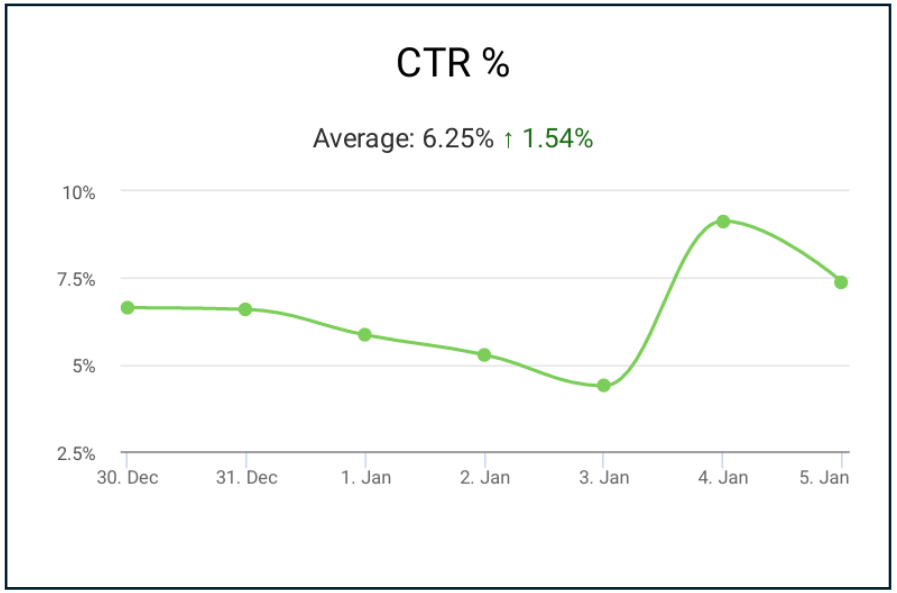
CAMPAIGN PERFORMANCE

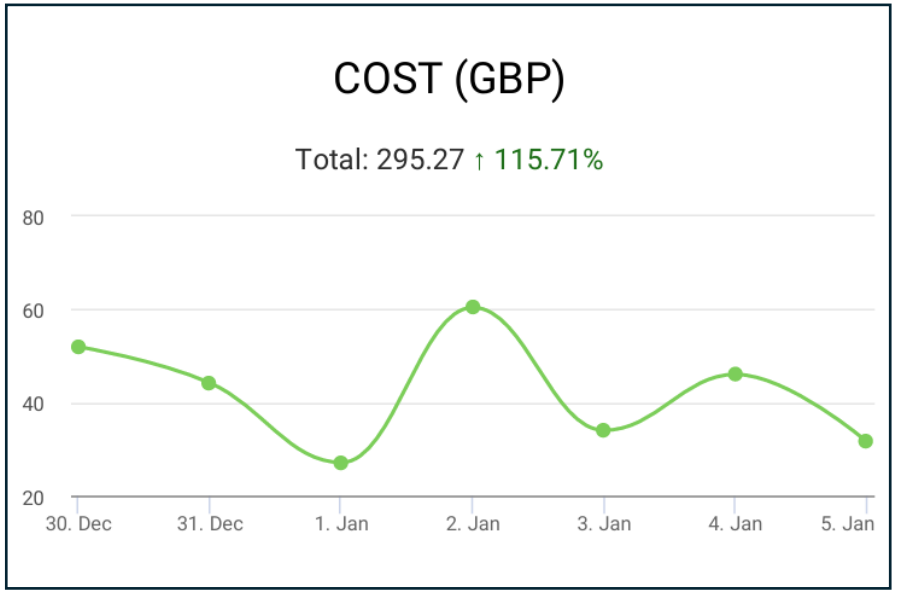
Campaign	Campaign type	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
Cleaning Services	search	829	34	4.10%	1.93 GBP	65.66 GBP	0	0.00 GBP	0.00%	0.00	-
Hire Services	search	829	70	8.44%	3.15 GBP	220.35 GBP	1	220.35 GBP	1.43%	1.00	-
Laundry Services	search	71	4	5.63%	2.32 GBP	9.26 GBP	0	0.00 GBP	0.00%	0.00	-

IMPRESSIONS & CLICKS

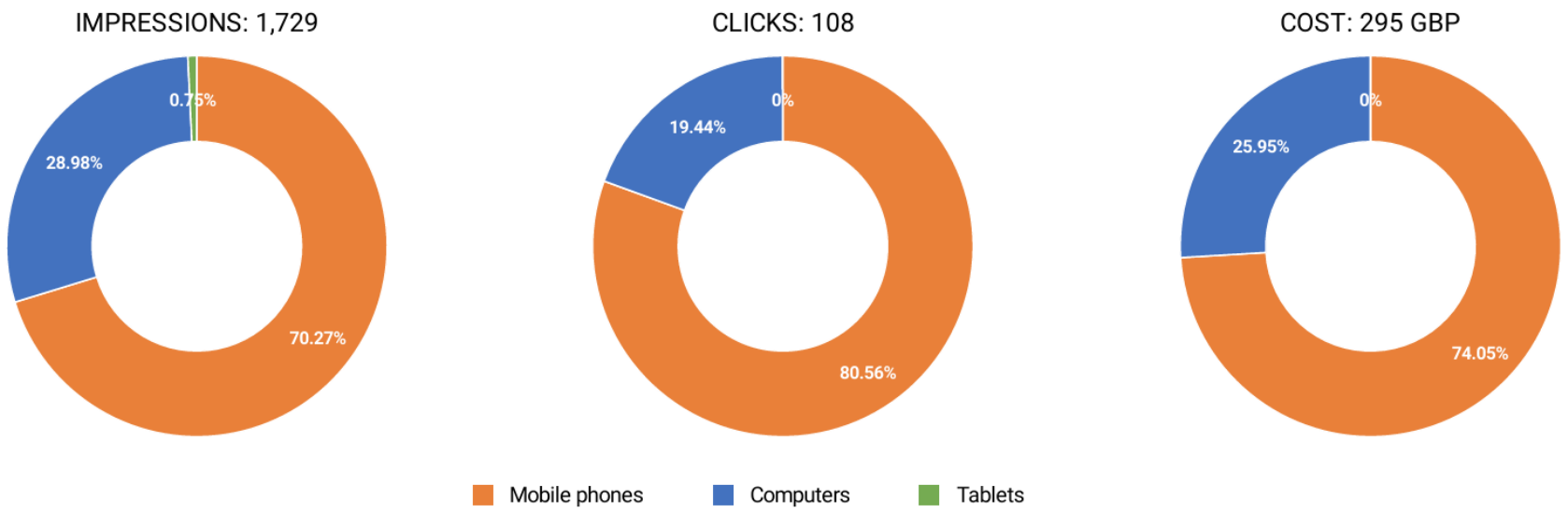


CONVERSIONS vs COSTS





USER DEVICE PERFORMANCE



Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	1,215	87	218.64 GBP	0	0.00 GBP	0.00%	0.00	-
Computers	501	21	76.63 GBP	1	76.63 GBP	4.76%	1.00	1%
Tablets	13	0	0.00 GBP	0	0.00 GBP	0.00%	0.00	-

Most of your website visitors are **using mobile phones (81%)**.
These users have made **0 conversions**. Average cost of conversion is **0.00 GBP**.

Meta Ads (PERFORMANCE)

Acquisition

Impressions	Reach	CPM
50.04K	22.15K	£16.58

Engagement

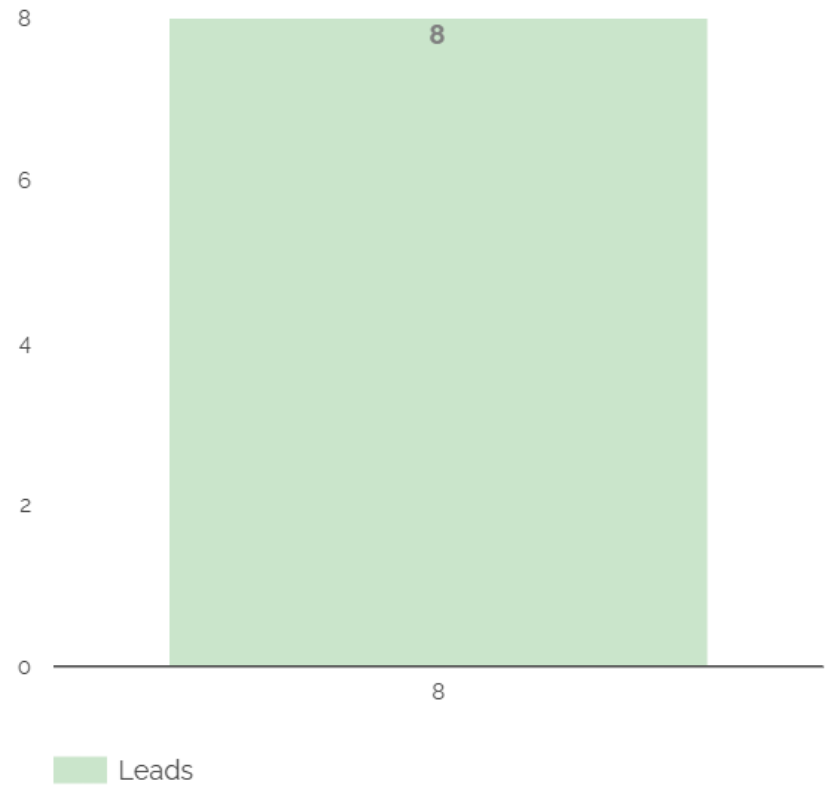
Clicks	CTR	CPC
260	0.52%	£3.19

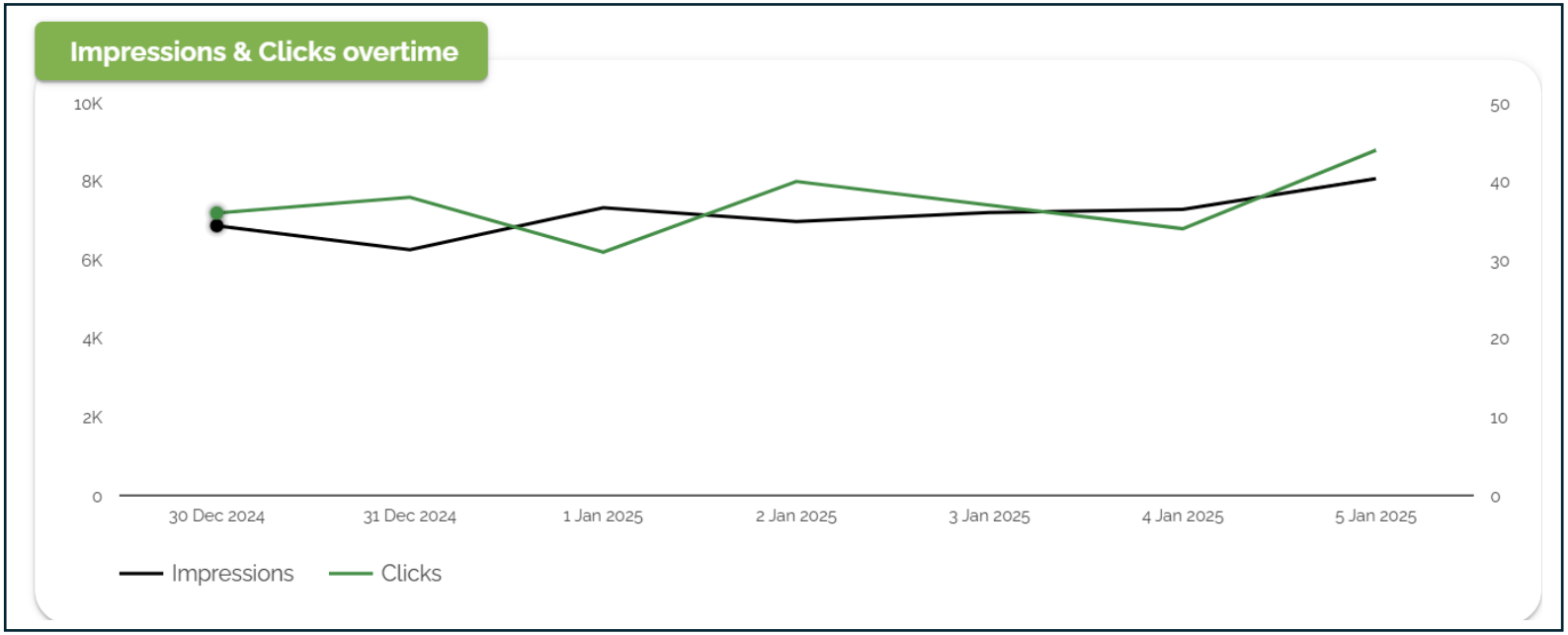
Leads

Leads	Cost Per Lead
8	£103.70

Spend
£829.56

Leads Overtime





CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	231	41,465	£690.24	£2.99	8
2.	commercial_laundry_hospitality	29	8,574	£139.32	£4.8	0

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

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Eunice Oppong, Revity Clinic –** Waiting for signature
   Estimated Invoice amount: **£125 approx. per week**, Services: **Linen Hire**

2. **Mostafa Iqbal, London Holiday Rental –** Waiting for signature
   Estimated Invoice amount: **£60 Bi-weekly**, Services: **Linen Hire**

3. **Shane Woods, Leiso Property Services Ltd –** Signed the contract.
   Estimated Invoice amount: **£118 per week**, Services: **Linen Hire + Cleaning + Laundry**

4. **Cecilia , Airbnb –** Waiting for details to draft the contract. Long waiting time as there is no direct contact details available expect for email correspondence.
   Estimated Invoice amount: **£40 per week**, Services: **Linen Hire**

Important Takeaways

1. **Michael Richards, New frontier property investment – Linen Hire**

FEEDBACK:

- Looking for linen hire, laundry and cleaning service for 2 Bedroom apartment Runs a small Airbnb with 5 rooms.
- Dealing to have more property in next 2-3 weeks.
- Call scheduled for 15th Jan'25

2. **Alexys – Linen Hire**
   Lives in Leytonstone, East London. Looking for Tablecloth for her wedding.

FEEDBACK:

- Looking for Burgundy colour and wants prices for 120 napkins, quote sent 27/12
- Wedding will be held Woldingham Golf Club in Surrey. Client will collect the linen from Warehouse.
- Planning to visit warehouse soon and test the tablecloths for herself.

3. **Iqbal Hussain, Balham – Linen Hire**

   FEEDBACK:

   - Two locations in London – Sutton, South London.
   - 50 Beds in Total. All double size
   - Estimated Invoice Amount: £408 per week
   - Currently the business partner is out of country and will come back by end of January.

4. **Diana – Tablecloth Hire**

   FEEDBACK:

   - Event to be held in June 2025 in Elephant & Castle, London.
   - Looking for 140x140 tablecloths hire.
   - Currently in touch to gain more information.

5. **Syed – Linen Hire**

   FEEDBACK

   - Runs an Airbnb based in Marble Arch.
   - Impressed with our price range and currently looking to acquire some more properties.
   - Would gather his requirements and get back to us for exact quote.

6. **Sonal Garg, Infi homes – Linen Hire + Laundry**

   FEEDBACK

   - Lead has 2 Airbnb properties based in London with 20 beds in total.
   - Currently having his own old linen which he wants LHS to keep and circulate him as Linen Hire services and once it becomes insufficient or depreciated then we LHS may add new LHS stock and charge him based on Linen Hire services.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **1**

Cost per Conversion to CRM - **£295.27**

Meta Ads Cost per Conversion:

Total Leads Received – 8

Cost per Conversion to CRM - **£103.70**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£65.66**
   Leads generated – **0**
2. Hire Ads spent - **£220.35**
   Leads generated - **1**
3. Laundry Ads spent - **£9.26**
   Leads generated - **0**

Meta Ads –

1. Linen Hire Ads spent - **£690.24**
   Leads generated – **8**
2. Commercial Laundry Ads spent - **£139.32**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	16
Cleaning Services	0	1
Laundry Only Services	0	1
Linen Purchase	0	1
Kitchen products	0	0
GRAND TOTAL	**1**	**19**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	1	£59.70
Turnover pack	1	£27,744.00
Electrical Appliance	0	£0.00
Laundry Only	1	£18.90
Cleaning Services	0	£0
Premises Rent	1	£4,900
Total	**4**	**£32,722.60**

ORDERS DELIVERED

Category	Order Count
Linen Hire	3
Laundry Only	1
Cleaning Services	1
Total	**5**

Order count from 3rd January and 5th January 2025

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	15
Cleaning Services	2
Laundry Only Services	2
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	2
GRAND TOTAL	**21**

NOTE: No delivery/collection scheduled until 2nd January 2025 during Christmas and New Year period

TENTATIVE SCHEDULE FOR NEXT WEEK (06/01/2025 – 12/01/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Nima HP	Key Bridge LTD	Collection Only	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	Collection	06/01/2025	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	06/01/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Blagovesta Kyuchukova	Building Clean London LTD	Collection Only - Both Locations	57-59 Philbeach Gardens,SW5 9EE 73 Oakley Square,NW1 1NH	Collection	07/01/2025	PM SLOT 12pm - 5pm	7562448464
Mahfuzur Rahman	Nooz Living	x3 King Linen Sets (x4 PC, x1 BS, x1 DC + x2 HT, x2 BT) x3 Double Linen Sets - x3 King Linen Sets (x4 PC, x1 BS, x1 DC + x2 HT, x2 BT)	Flat 1, Campania Building, 1 Jardine Road, London, E1W 3WD	Delivery	07/01/2025	PM SLOT 12pm - 5pm	73782 65088
Johnny Romana	Airbnb	10 Double Linen Sets - (x4 PC, x1 BS, x1 DC) 10 Single Linen Sets - (x2 PC, x1 BS, x1 DC)	29 Ridge Hill, London, NW11 8PR	Delivery & Collection	09.01.2025	PM SLOT 12pm - 5pm	079689 28874

		30 BT + 15 HT 10 Bath mats					
Tibor Matta	Airbnb	POLYCOTTON HIRE x50 Double llnen Sets - (x2 PC, 1DC, 1FS (Fitted Sheet)), 2HT, 2BT	38 Wansey Street, SE17 1JP, London	Delivery	09.01.2025	PM SLOT 12pm - 5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)
Blagovesta Kyuchukova	Building Clean London LTD	Collection	73 Oakley Square,NW1 1NH	Collection	09.01.2025	PM SLOT 12pm - 5pm	7562448464
Yulia Bliss	YBB Rent	5 Kings Size Linen sets - x4 PC, x1 BS, x1 DC 2 Single size Linen Sets - x2 PC, x1 BS, x1 DC + Bath Towels - 14 Hand Towels - 14 Face Towels - 35	Flat 149a, Albert Palace Mansions Lurline Gardens, SW11 4DJ	Delivery & Collection	10.01.2025	AM SLOT 9am - 11am	7540808554
Nima HP	Key Bridge LTD	x50 Double Linen sets - (x4 PC, x1 DC, x1 BS, + x2 BT, x2 HT) + x50 Bathmats	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	10.01.2025	PM SLOT 12pm - 5pm	7367707044

Pam Nash	**Tottenham Abode**	**5 Double Linen Sets - (x2 PC, x1 BS, x1 DC) 5 Single Linen Sets - (x1 PC, x1 BS, x1 DC) 12 BT + 12 HT May change subject to confirmation**	**18 Dunloe Avenue, London, N17 6LA**	**Delivery**	**10.01.2025**	**PM SLOT 12pm - 5pm**	**7399 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**	**10.01.2025**	**PM SLOT 12pm - 5pm**	**7751141620 / 0208 7052 9149**
Shaheen D'Souza	**N/A**	**Domestic cleaning - Apartment clean**	**48 Cedar Road, Cricklewood, NW2 6SP**	**N/A**	**12.01.2025**	**AM SLOT 9am - 12pm**	**7470 255 034**