londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

27/01/2025 – 02/02/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£1,788.21



TOTAL INVOICES

12



NEW LEADS

25

“ ”

QUOTES SENT

14



CONVERSIONS

2



ORDERS DELIVERED

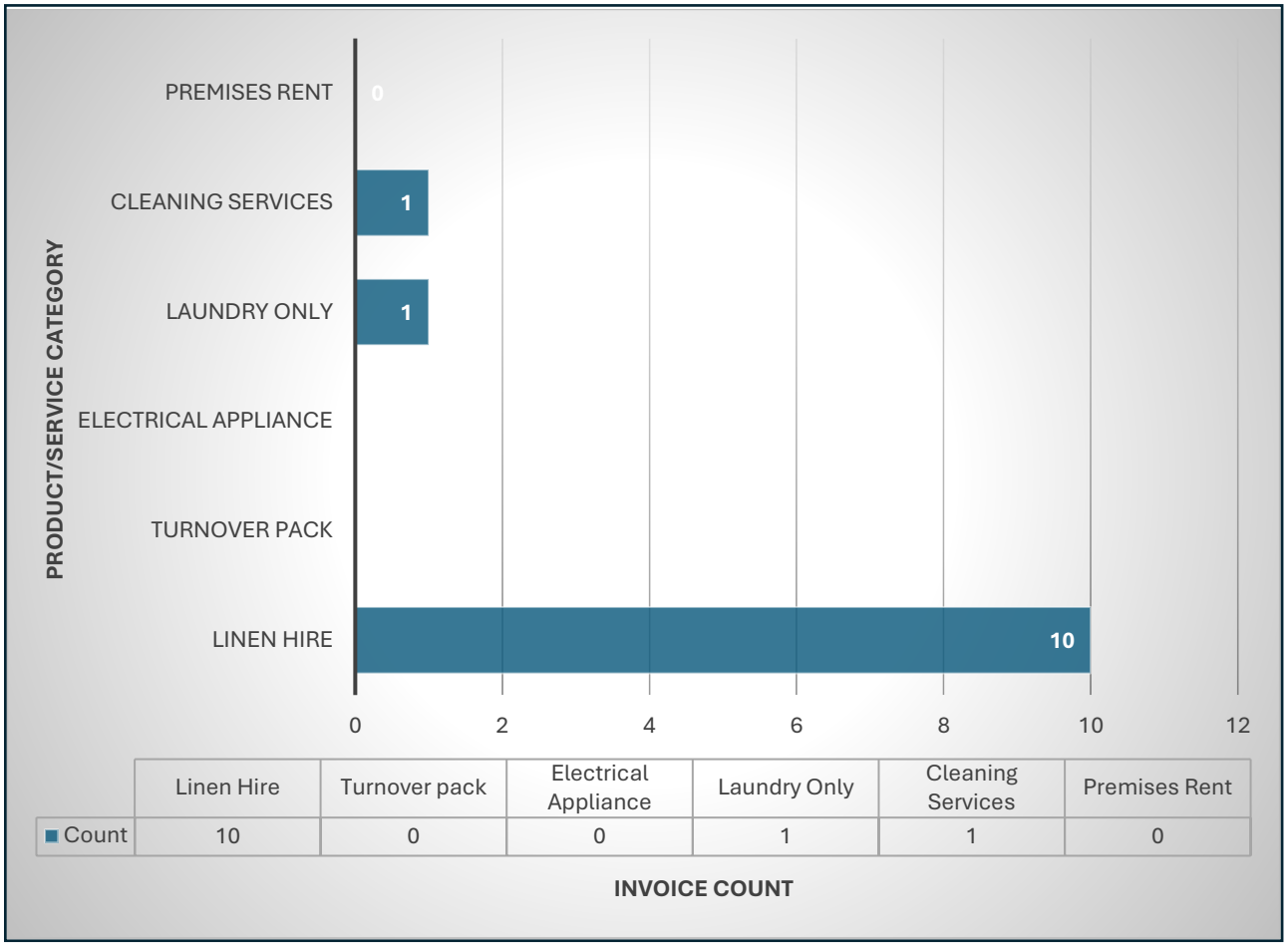
15

DETAILED GLANCE OF SALES – INVOICE AMOUNT



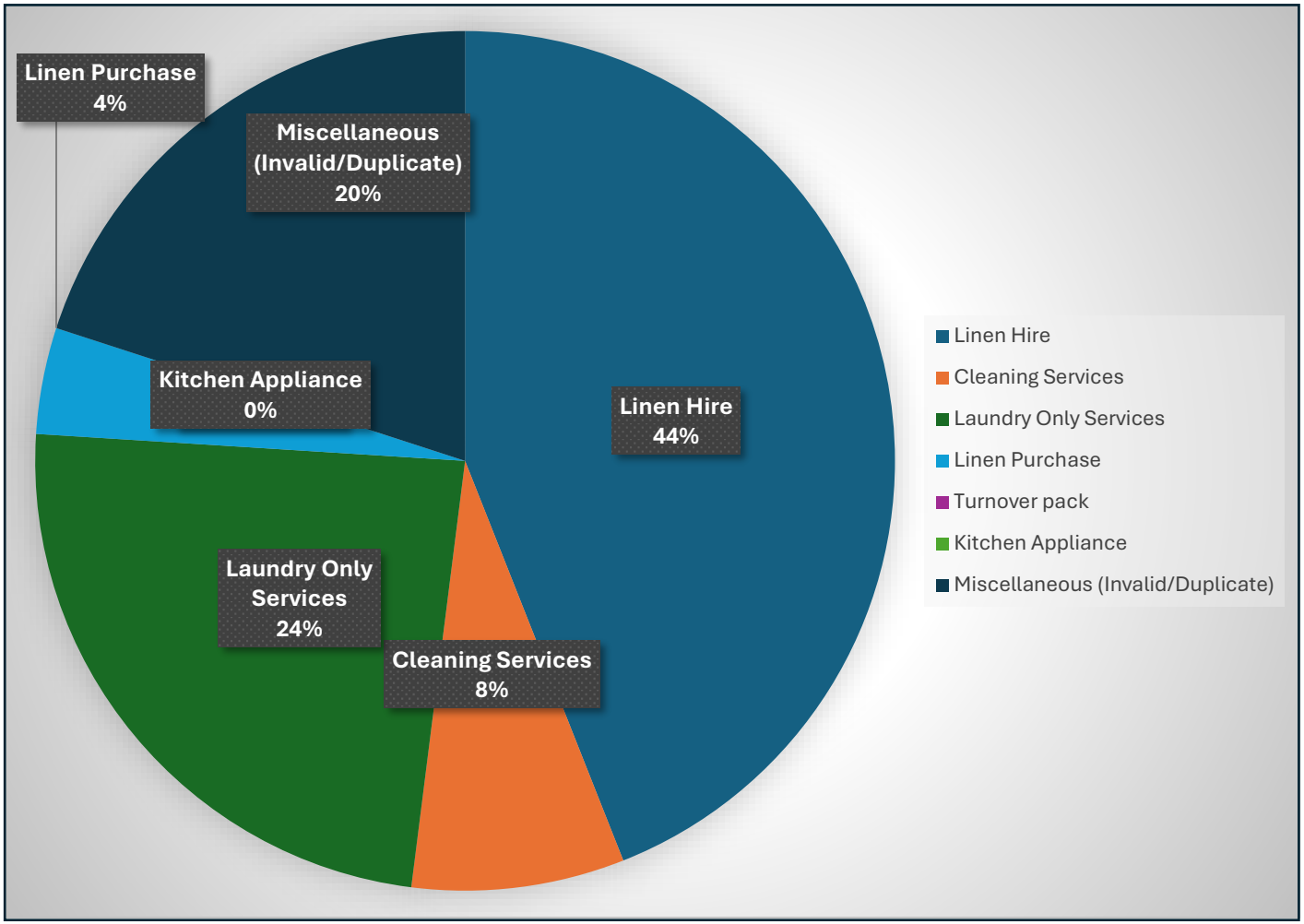
TOTAL AMOUNT - **£1,788.21**

DETAILED STATISTICS – INVOICE COUNT (12)

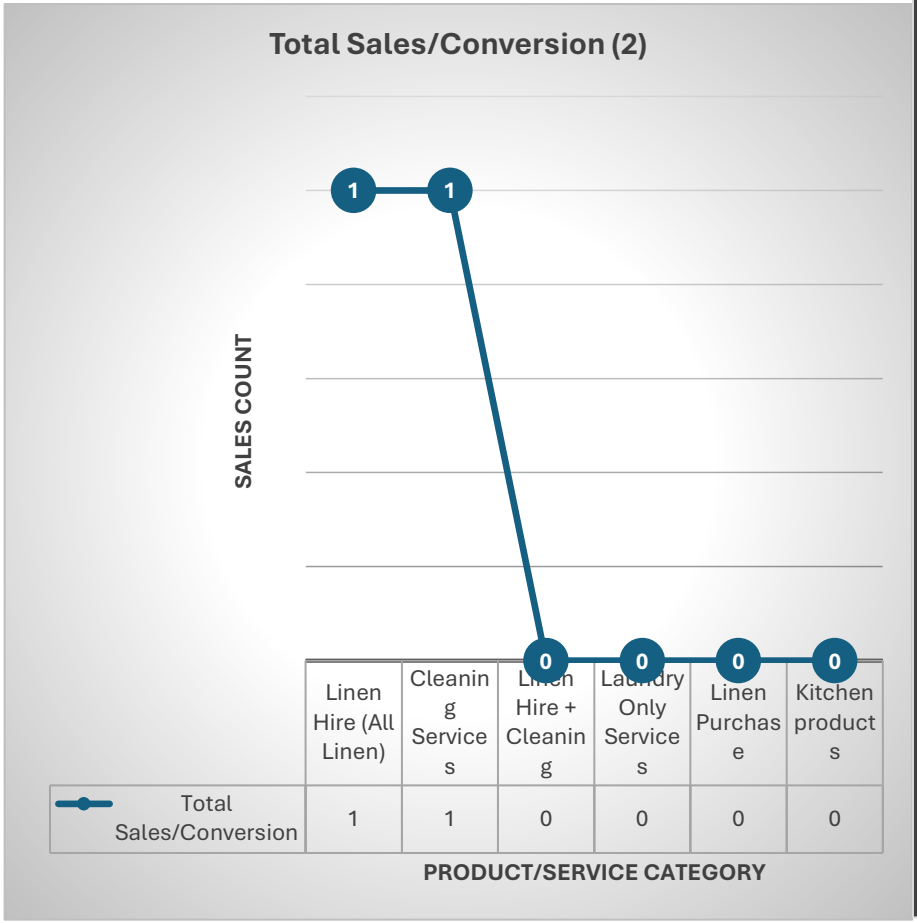


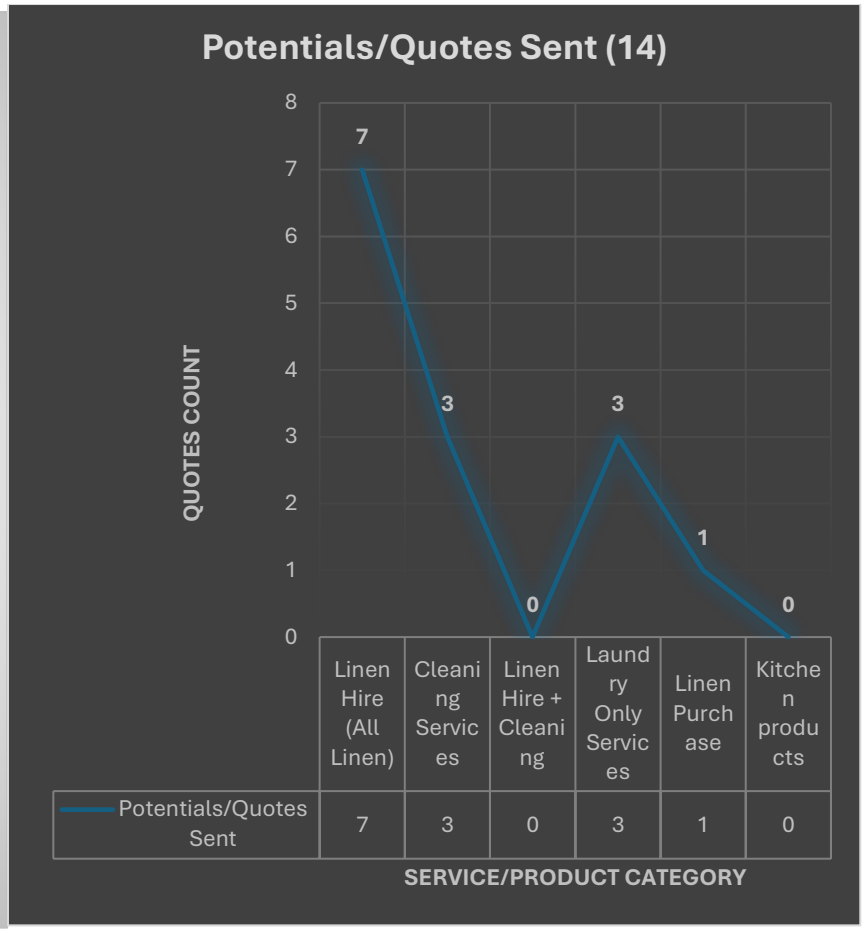
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Premises Rent
Count	10	0	0	1	1	0

LEADS RECEIVED DURING THE WEEK (25)

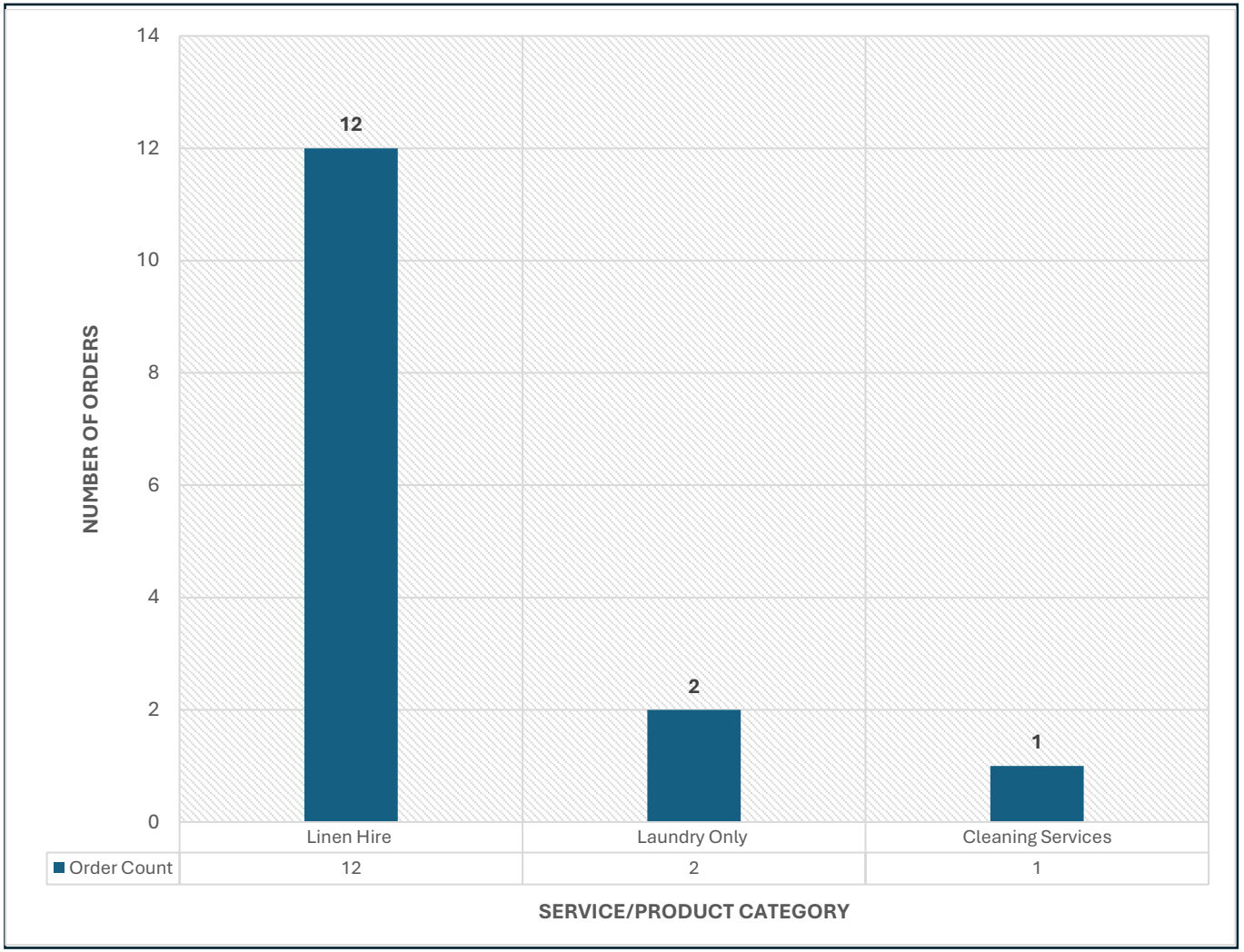


SALES TEAM ACTION



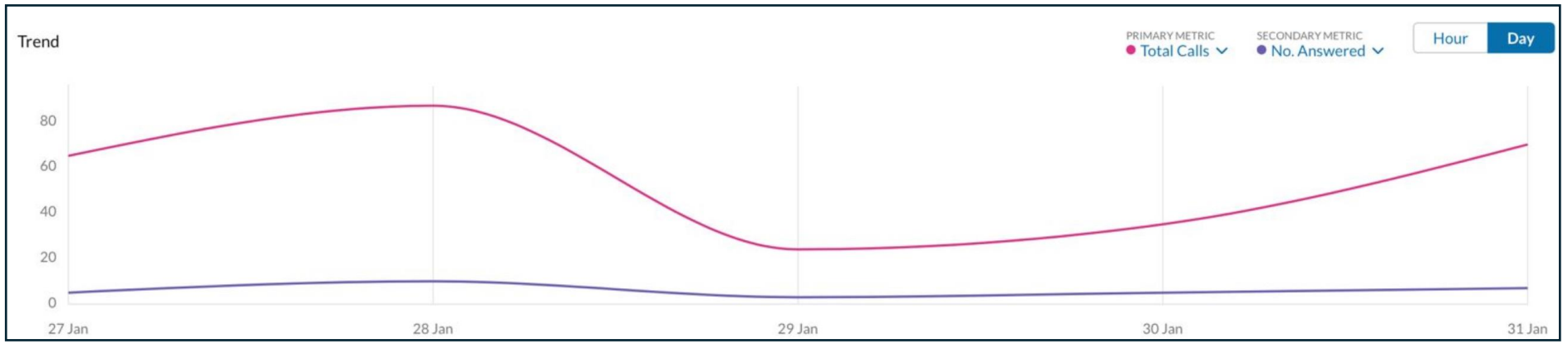


ORDERS DELIVERED DURING THE WEEK (15)



SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek
Total Calls during 5 working days of the week**: 242** Average calls: Calvin – **26** , Abhishek – **37**

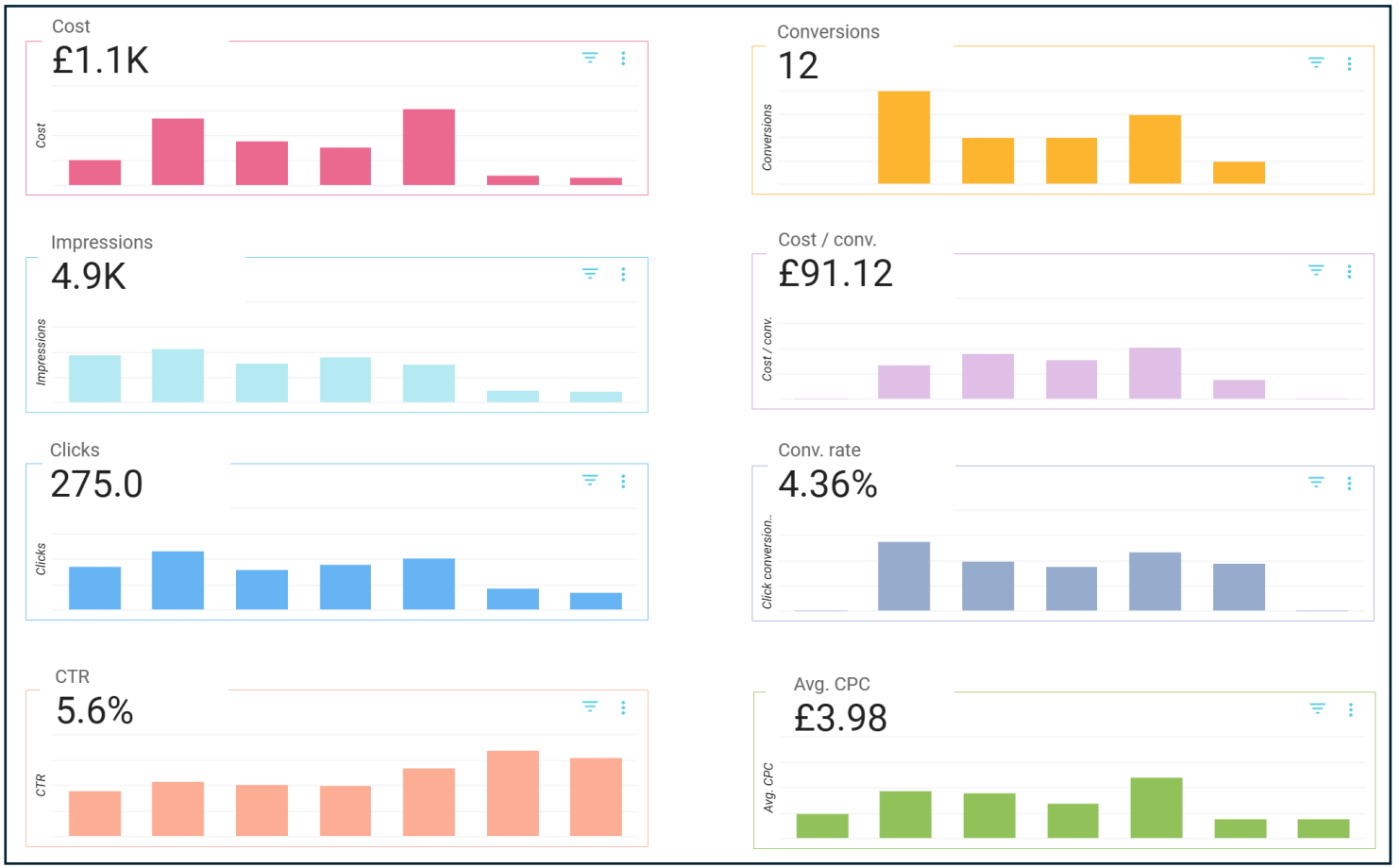


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	130	26.00	43	87	65.1%	01:54
Abhishek Singh	706	112	22.40	10	102	30.0%	00:31

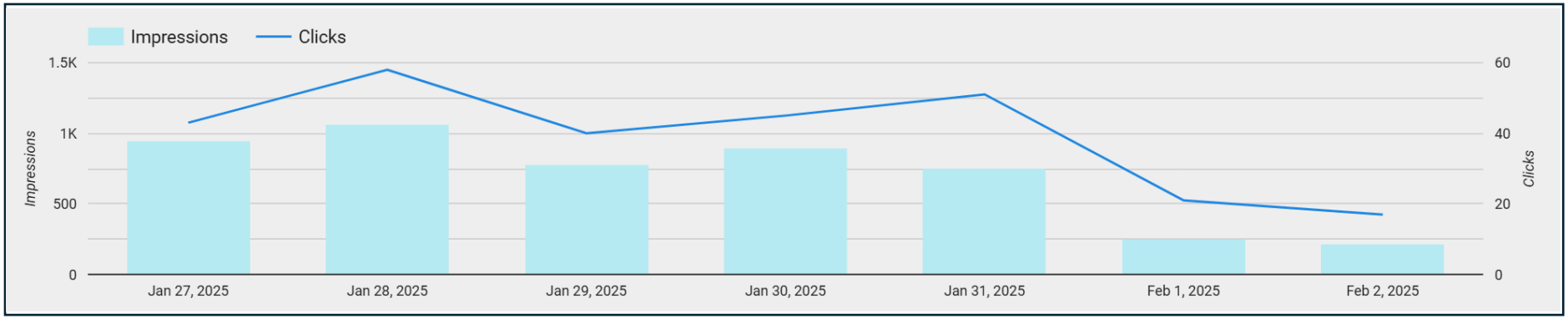
Note: Hospitality Office data above belongs to Calvin.
Average calls by Calvin is calculated based on 5 working days and for Abhsihek, it is calculated based on 3 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

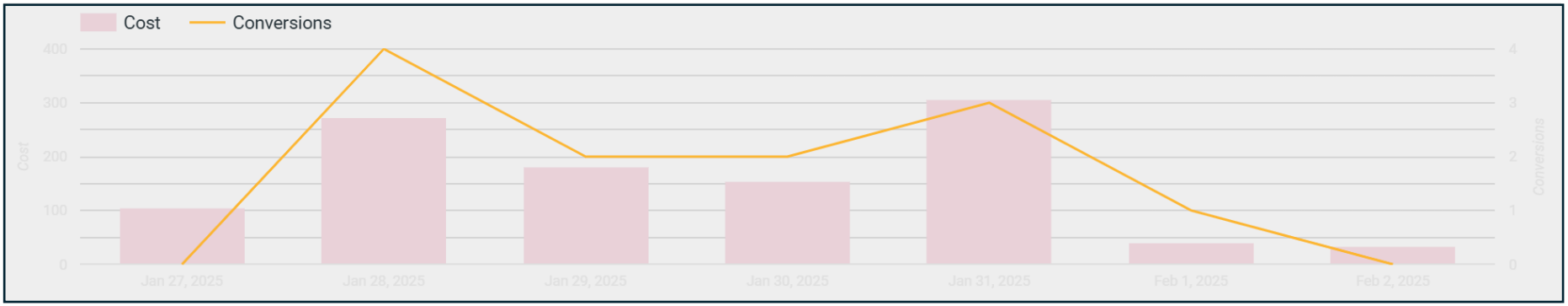
Google Ads
PERFORMANCE METRICS



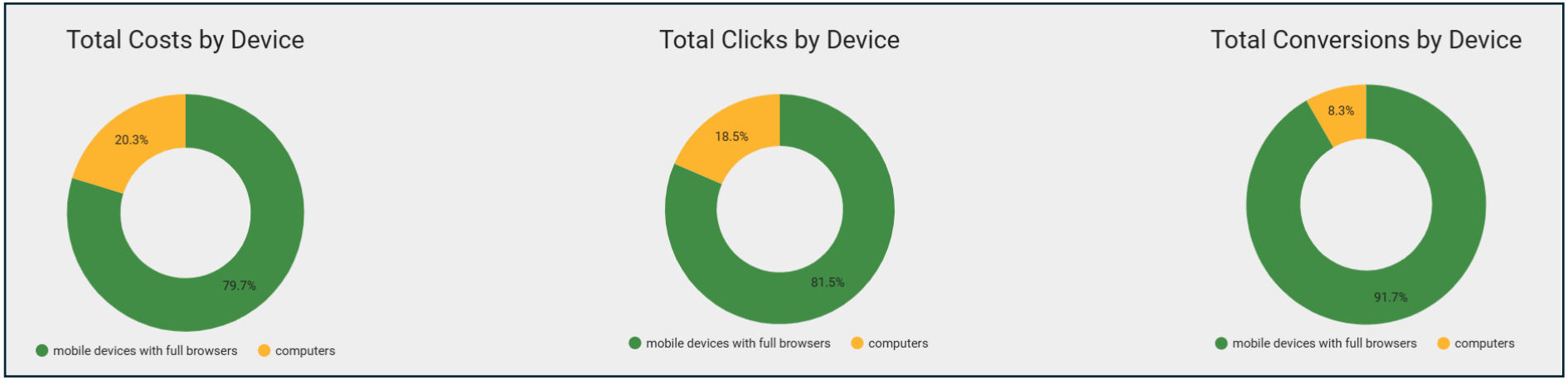
IMPRESSIONS 4.9K -245 & CLICKS 275.0 -45



CONVERSIONS 275.0 -45 vs COSTS £91.1 £-26.1

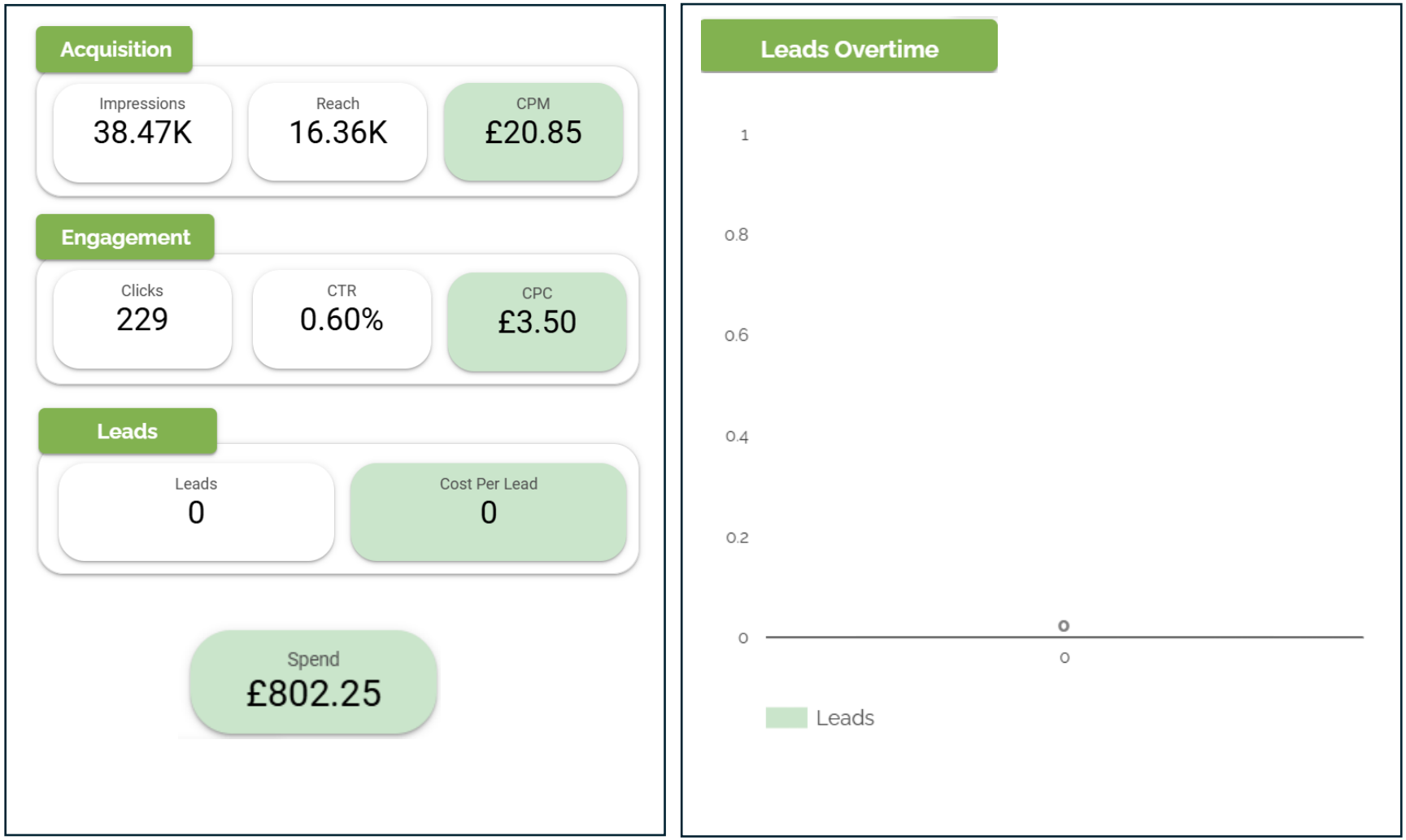


USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£872	4,103	224	5.46%	£3.89	11	£79.27	4.91%
2.	computers	£221	794	51	6.42%	£4.34	1	£221.47	1.96%
3.	tablets with full browsers	£0	17	0	0%	£0	0	£0	0%
	Grand total	**£1,093**	**4,914**	**275**	**5.6%**	**£3.98**	**12**	**£91.12**	**4.36%**

Meta Ads (PERFORMANCE)

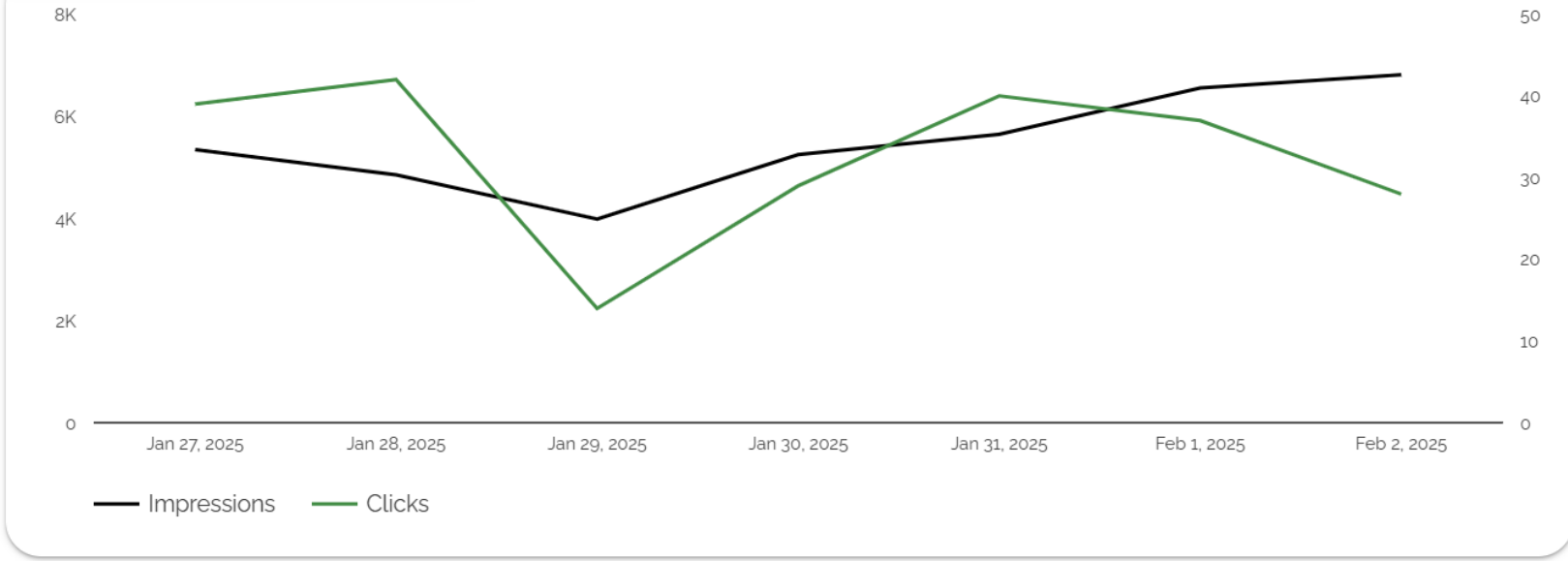


CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	163	32,317	£670.41	£4.11	0
2.	commercial_laundry_hospitality	66	6,154	£131.84	£2	0

Impressions & Clicks overtime



WEEKS HIGHLIGHT (27/02/2025 – 02/02/2025)

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Eva Estrada Kockova, Riz (Max and Mas Homes) –** One time cleaning services
   Estimated Invoice amount: **£60**, Services: **Housekeeping Services**

2. **Heidi Kampa, La Bibliothèque –** Signed the contract.
   Estimated Invoice amount: **£180 per week**, Services: **Linen Hire**
   (She did the trial service in week before; hence, it was already converted to the customer in the week before, but the contract was signed last week)

3. **Nicol Lawrence, Airbnb –**Signed the Contract
   Estimated Invoice amount: £86 per order, **Services:** Linen Hire

Takeaways

1. **Hollie Tillsley – Coloured Napkin Hire**
   FEEDBACK:
   - Based in Dulwich (South London) - Alleyns School
   - 200 napkins a week and 6ft trestle tablecloths in coloured range.

   Comment: We don't have the coloured range for Table Hire currently.

2. **Christopher, Teblog Ltd – Linen Hire**
   - B&B based in Greenwich, South London.
   - Looking for 80 Linen Sets (Double size) once a week.
   - Quote value: **£1,265.28**

- Currently dealing with the current supplier to cancel the contract soon and reviewing our quote meanwhile.

3. **Rhiannon Conefrey, CGTN Europe Ltd** – Laundry Only
    - Low volume requirements. 20 black Towels & 14 Hairdresser's gowns
    - Shared the best prices. Quote value was £135.36
    - Feedback received: *The company have decided not to go ahead with this but thank you anyway.*
    - Chasing for more constructive feedback.
4. **Matthew Devlin, The Ace Group –** Table Linen Hire
    - Based in Tunbridge Well (Kent), 50 miles away from Leyton.
    - Requirements - 140 napkins
      65 kitchen cloths
      15 Chef Aprons
      15 Polishing cloths
    - Currently with Johnsons Stalbridge and is spending around £400 - 600 per week.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **12**

Cost per Conversion to CRM - **£91.12**

Meta Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion to CRM – **0 (Total Spend - £802.25)**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£721.27**
   Leads generated – **7**
2. Hire Ads spent - **£257.43**
   Leads generated – **4**
3. Laundry Ads spent - **£114.73**
   Leads generated – **1**

Meta Ads –

1. Linen Hire Ads spent - **£670.41**
   Leads generated – **0**
2. Commercial Laundry Ads spent - **£131.84**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	7
Cleaning Services	1	3
Linen Hire + Cleaning	0	0
Laundry Only Services	0	3
Linen Purchase	0	1
Kitchen products	0	0
GRAND TOTAL	**2**	**14**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	10	£1,559.68
Turnover pack	0	£0.00
Electrical Appliance	0	£0.00
Laundry Only	1	£168.53
Cleaning Services	1	£60
Premises Rent	0	£0
Total	**12**	**1788.21**

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	11
Cleaning Services	2
Laundry Only Services	6
Linen Purchase	1
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	5
GRAND TOTAL	**25**

TENTATIVE SCHEDULE FOR NEXT WEEK (03/02/2025 – 09/02/2025)

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	03/02/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Lawrence Nicol	Airbnb	**x10 Bath Towels** **x10 Hand Towels** **x10 Pillowcases** *Were missed from initial order last week due to stock levels*	63 Harold Estate, Pages Walk, London, SE1 4HW	Delivery	03/02/2025	AM SLOT 9am-12pm	07506 612 756
Yulia	YBB Rent	**x6 King Size Bed Sheets** **x6 King Size Duvet Covers** **x6 Single Duvet Covers** **x36 Pillowcases** **x19 Bath Towels** **x19 Hand Towels** **x26 Face Towels**	Flat 149a, Albert Palace Mansions Lurline Gardens, SW11 4DJ	Delivery & Collection	03/02/2025	AM SLOT 9am-12pm	07540 808 554

Gunalan	GK Lettings & Management	**40x SINGLE LINEN SET HIRE, Polycotton:** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **28x DOUBLE LINEN SET HIRE, Polycotton** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **28x BATHMATS**	2 Vincent Road, CR0 6ED Croydon	Delivery	03/02/2025	PM SLOT - 12pm-5pm	07703 430 949
Andreea	Voyage Stay	**8 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **4 Super King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **3 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **x8 Bathmats**	80a St Johns Wood High Street, NW8 7SH	Delivery & Collection	04/02/2025	PM SLOT - 12pm-5pm	07939 200 486

Steven Wong	Messiah Property	**x4 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x2 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	9 Lexham Gardens Mews, W8 5JQ	Delivery & Collection	04/02/2025	AM SLOT - 9am-12pm	0204 603 4190
Ilham	Nawsa Properties Ltd	**Polycotton Hire** **x3 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **x6 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x3 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) *No towels required on this occasion*	Flat 4 Steel Back House, 102 Renwick Road, Barking, IG11 0PE	Delivery & Collection	04/02/2025	PM SLOT - 12pm-5pm	07908 962 805

Heidi Kampa	La Bibliotheque	**x80 Pillowcases** **20 x Super king size bed sheets** **20 x Super king size duvet covers** **x40 towel sets** (x1 BT, x1 HT, x1 FT, x1 BM per set)	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	05/02/2025	PM SLOT - 12pm-5pm	07799 007 963 / 01450 367 110
Mina Shiraze	Airbnb / Guest Houses	**Collection Only**	2 Gladstone Park Gardens, NW2 6JU 84 Harlesden Road, NW10 2BE 140 Clitterhouse Cress, NW2 1DA	Collection	05/02/2025	PM SLOT - 12pm-5pm	07507 925 485

Clarissa Sorrenti	London Urban Escape Ltd	14 Camden High Street, London, NW1 0JH ENTRANCE DOOR CODE: C1259 Leave linen in the storage room (STORAGE ROOM CODE: C2478X) at the bottom of the staircase on ground floor) **15x KING LINEN SETS - Polycotton** (x4 PC, x1 BS, x1 DC, x2 HT, x2 BT) **15x Bathmats - Polycotton White** 1 Westbourne Crescent, W2 3DB Entrance door code: 1827 (leave linen inside BOX 1 to the right hand side of the entrance door) **20x King Size Linen Sets - 100% Cotton** (x4 PC, x1 BS, x1 DC, x2 HT, x2 BT) **20x bathmats - 100% Cotton White)**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery	05/02/2025	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)

Andreea	Voyage Stay	**Collection Only**	80a St Johns Wood High Street, NW8 7SH	Collection Only	06/02/2025	PM SLOT - 12pm-5pm	07939 200 486
Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x50 Double lInen Sets -** (x2 PC, 1DC, 1FS (Fitted Sheet)), 2HT, 2BT	38 Wansey Street, SE17 1JP, London	Delivery & Collection	06/02/2025	PM SLOT - 12pm-5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)
Blagovesta Kyuchukova	Building Clean London LTD	**Collection Only**	57-59 Philbeach Gardens,SW5 9EE	Collection	06/02/2025	PM SLOT - 12pm-5pm	07562 448 464

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	07/02/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Ibrahim Egbejobi	Afaad Properties	**x3 Double Bed Sheets** **x3 Double Duvet Cover** **x10 Pillowcases** **x12 Bath Towels** **x12 Hand Towels**	Flat 1 Lavender House, Dairy Farm Place, Queens Road, London, SE15 2NE	Delivery	07/02/2025	PM SLOT - 12pm-5pm	07948 977 750
Andreea	Voyage Stay	**x5 King Linen Sets** (X4 PC, X1 BS, X1 DC, x2 HT & x2 BT)	80a St Johns Wood High Street, NW8 7SH	Delivery	07/02/2025	AM SLOT 9am-12pm	07939 200 486
Pam Nash	Tottenham Abode	**x6 Double Linen Sets** (x4 PC, x1 BS, x1 DC, x2 HT x2 BT) **x8 Single Linen Sets** (x2 PC, x1 BS, x1 DC, x1 HT x1 BT)	9 Winchelsea Road, N17 6XJ	Delivery & Collection both	07/02/2025	AM SLOT 9am-12pm	07399 153 138

Steven Wong	Messiah Property	**2 King Linen Sets** (X4 PC, X1 BS, X1 DC, x2 HT & x2 BT) **5 Single Linen Sets** (X2 PC, X1 BS, X1 DC, x1 HT & x1 BT)	Flat 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG	Delivery & Collection	07/02/2025	AM SLOT 9am - 12pm	0204 603 4190
Sean Devereux	Devereux Residences	**x20 King Linen Sets** X4 PC, X1 BS, X1 DC, x2 HT & x2 BT	Big Yellow Storage, 71 Townmead Road, London, SW6 2ST	Delivery & Collection	07/02/2025	PM SLOT - 12pm-5pm	07464 669 028 *Call when 30 mins away from location*
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	09/02/2025	AM SLOT 9am - 12pm	7470 255 034