londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

03/02/2025 – 09/02/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£54,235.90



TOTAL INVOICES

21



NEW LEADS

21

“ ”

QUOTES SENT

13



CONVERSIONS

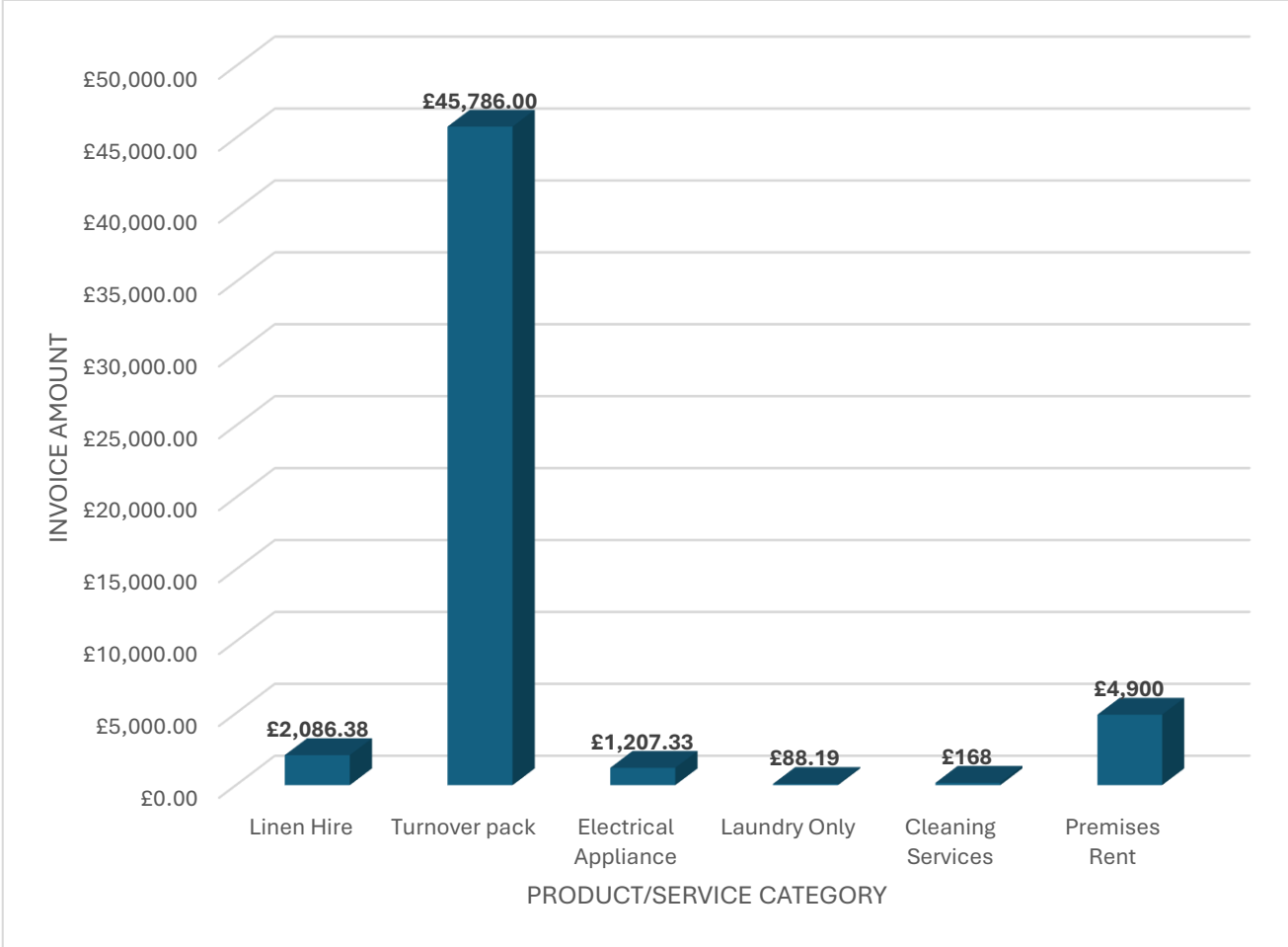
2



ORDERS DELIVERED

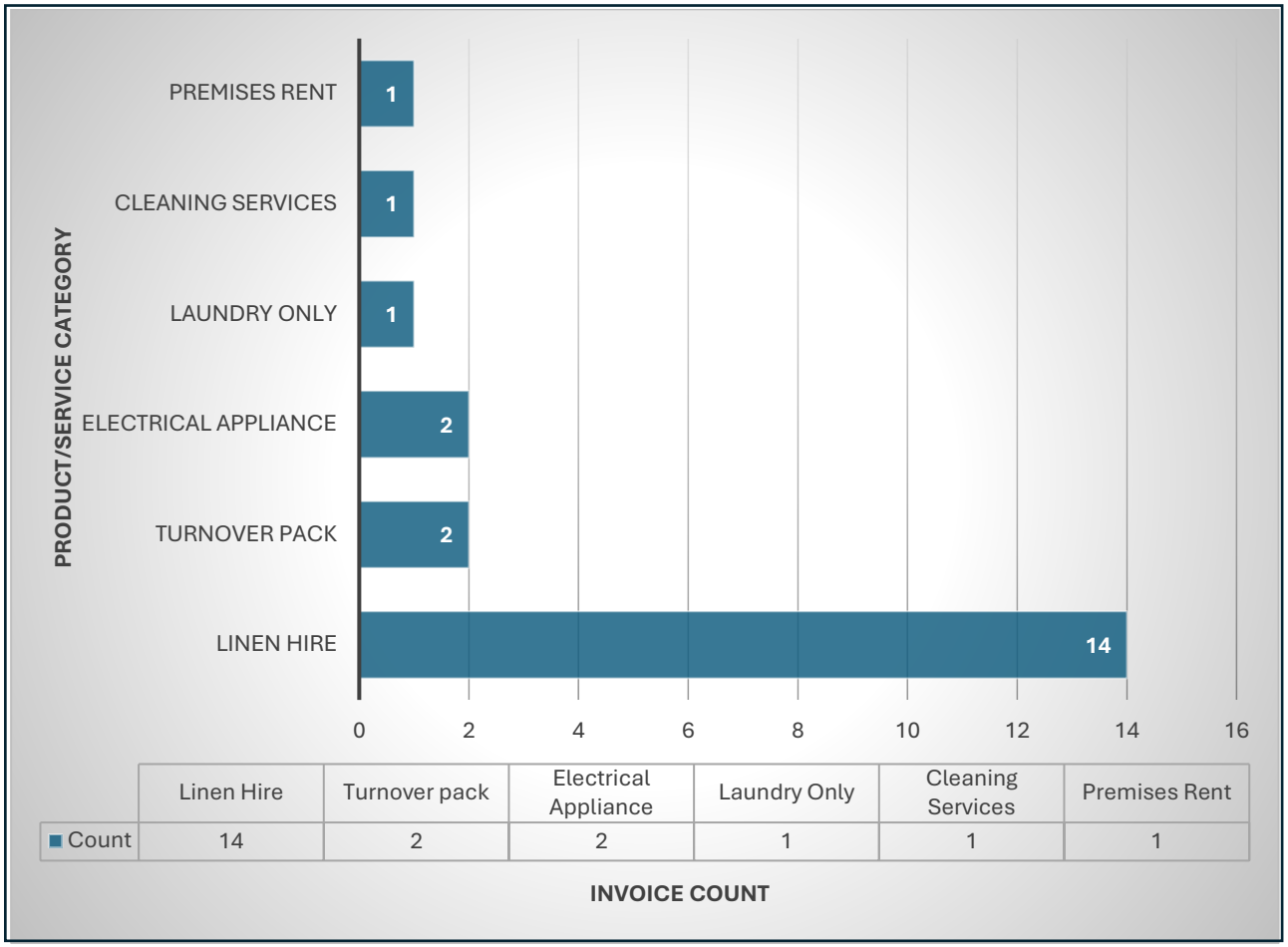
17

DETAILED GLANCE OF SALES – INVOICE AMOUNT



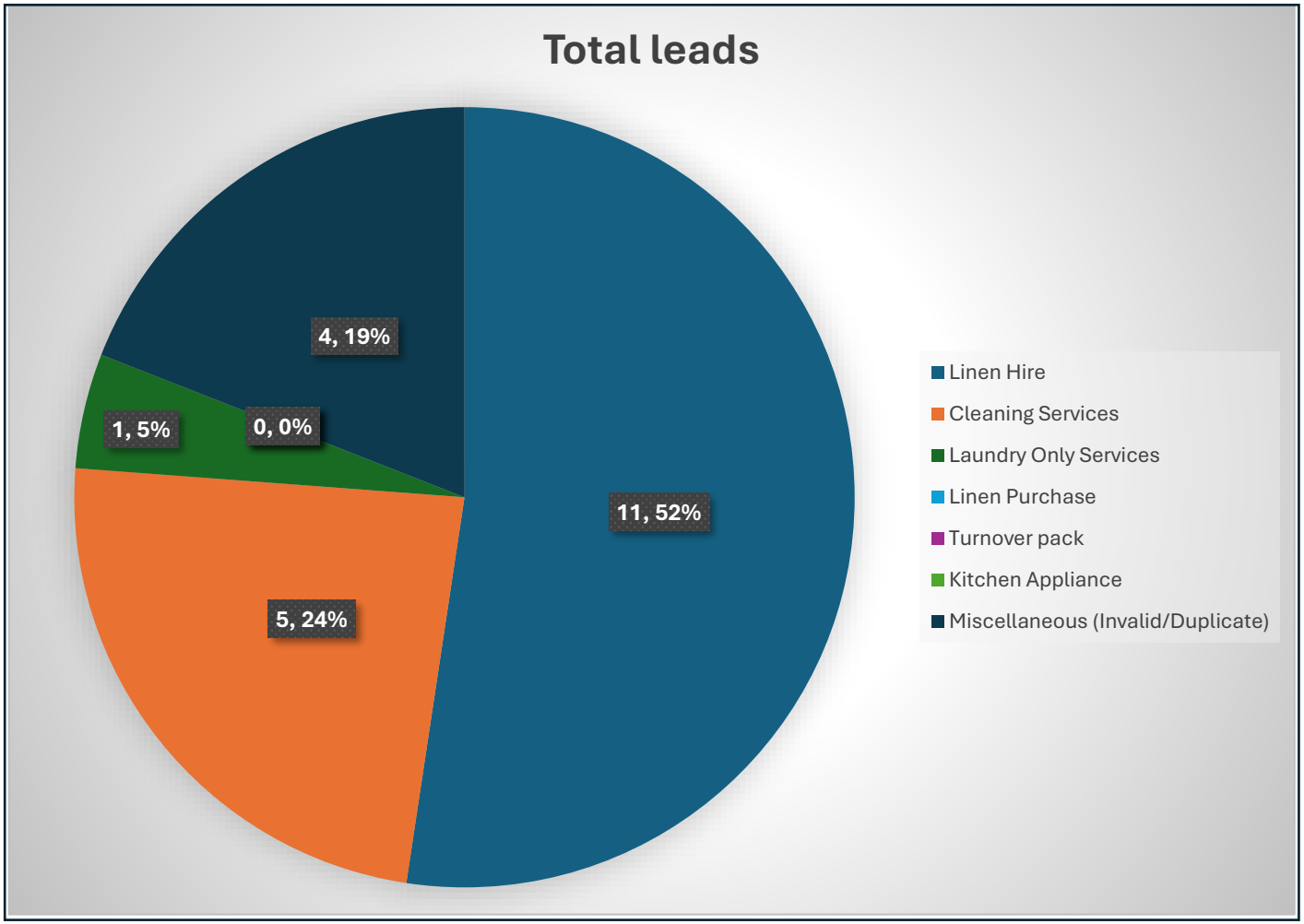
TOTAL AMOUNT - **£54,235.9**

DETAILED STATISTICS – INVOICE COUNT (21)

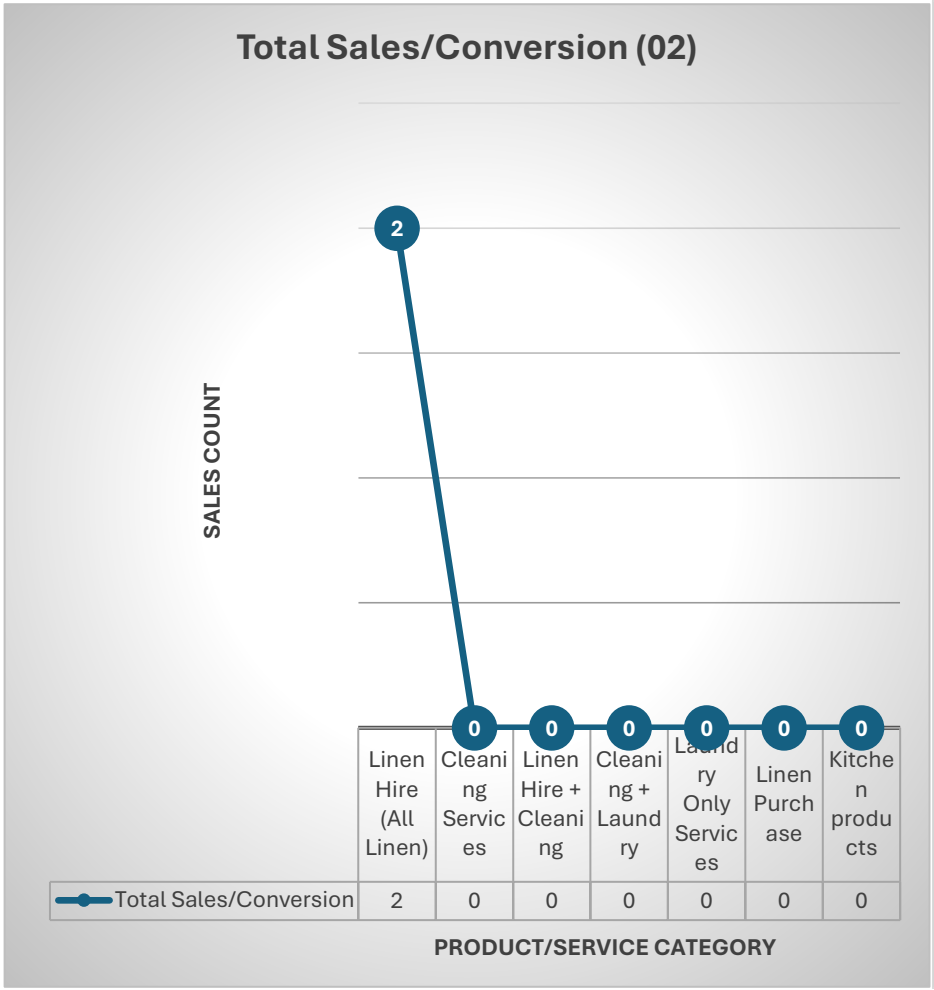


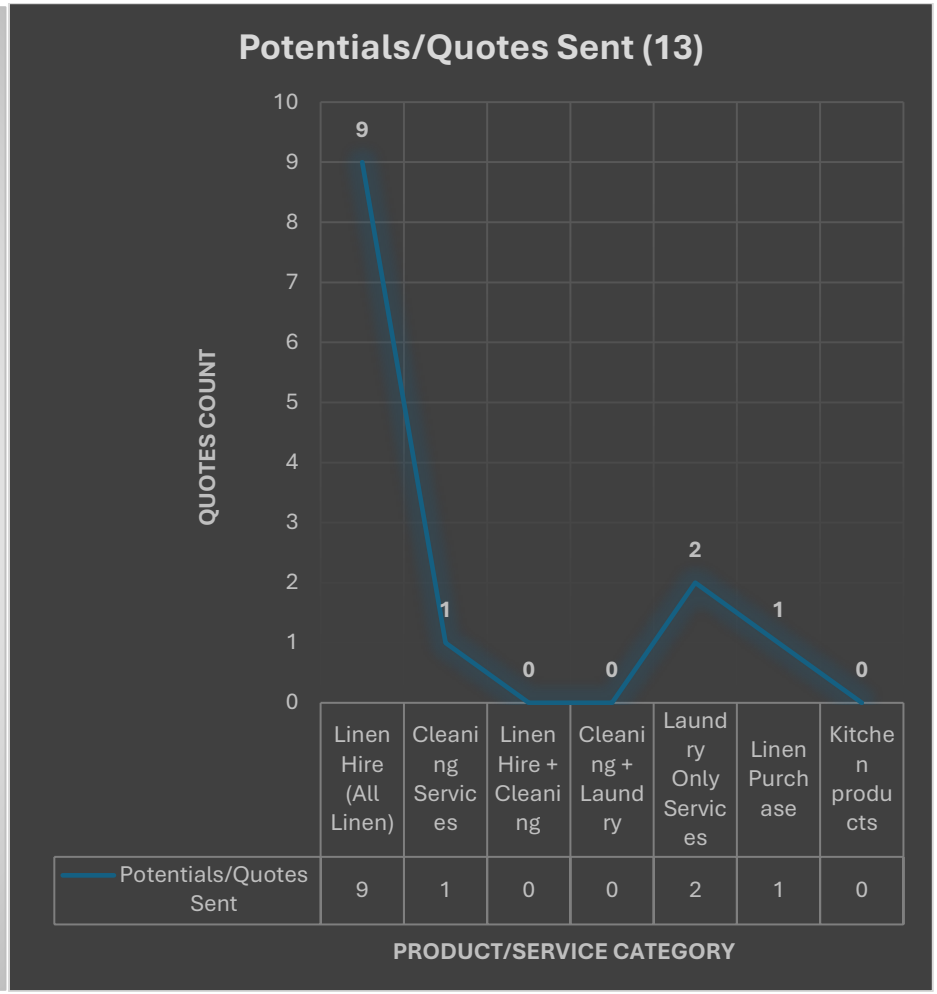
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Premises Rent
Count	14	2	2	1	1	1

LEADS RECEIVED DURING THE WEEK (21)

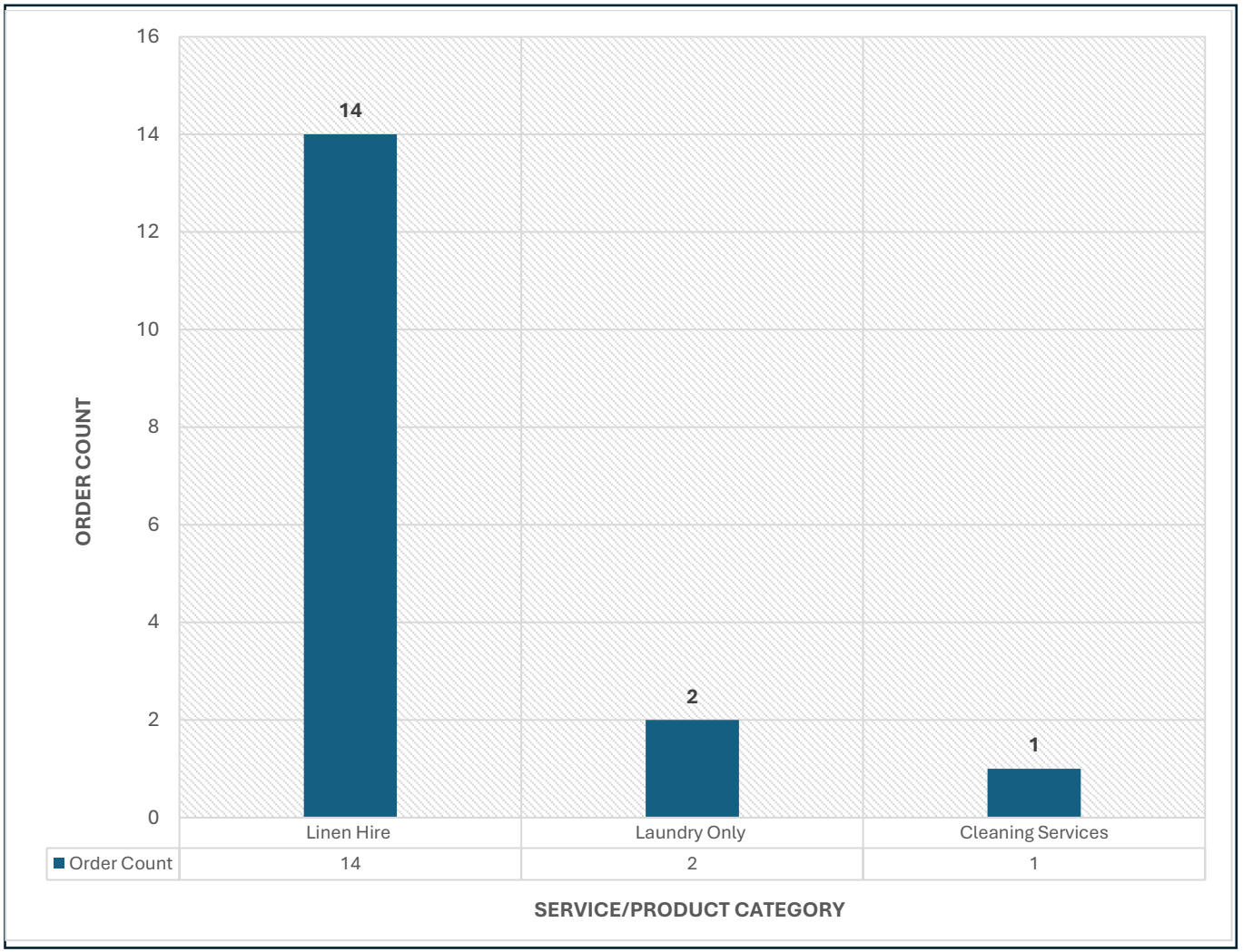


SALES TEAM ACTION



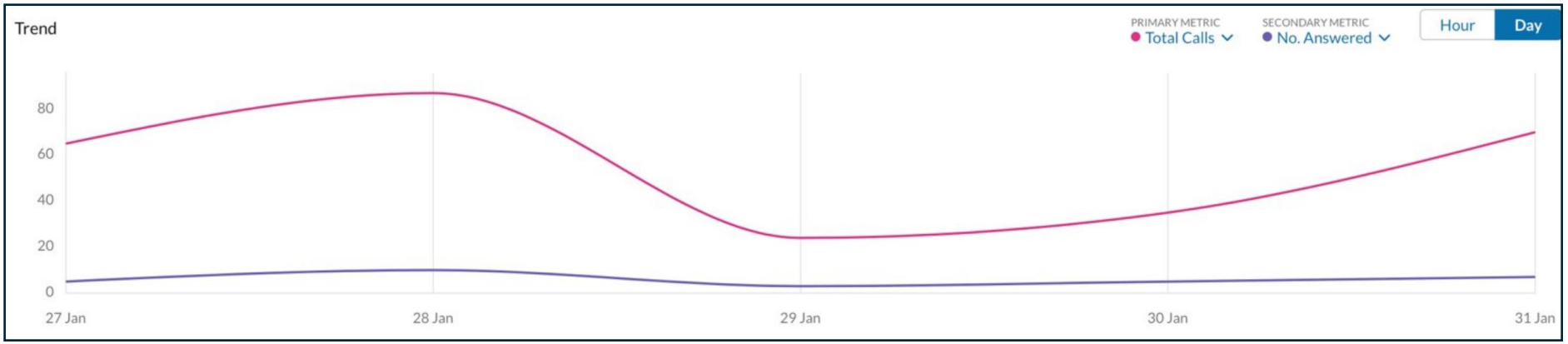


ORDERS DELIVERED DURING THE WEEK (17)



SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek
Total Calls during 5 working days of the week**: 159** Average calls: Calvin – **21.4**, Abhishek – **17.3**

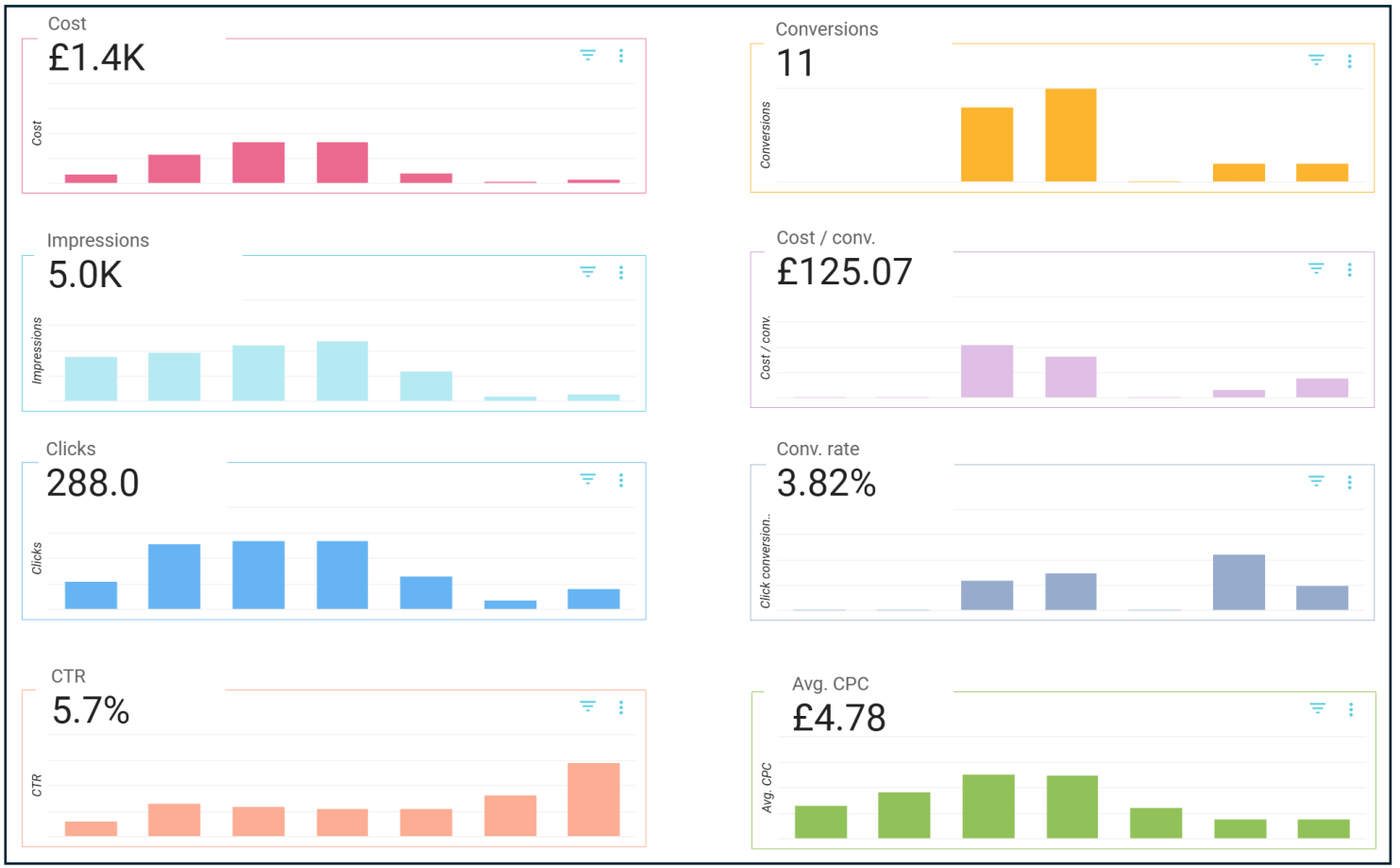


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	130	26.00	43	87	65.1%	01:54
Abhishek Singh	706	112	22.40	10	102	30.0%	00:31

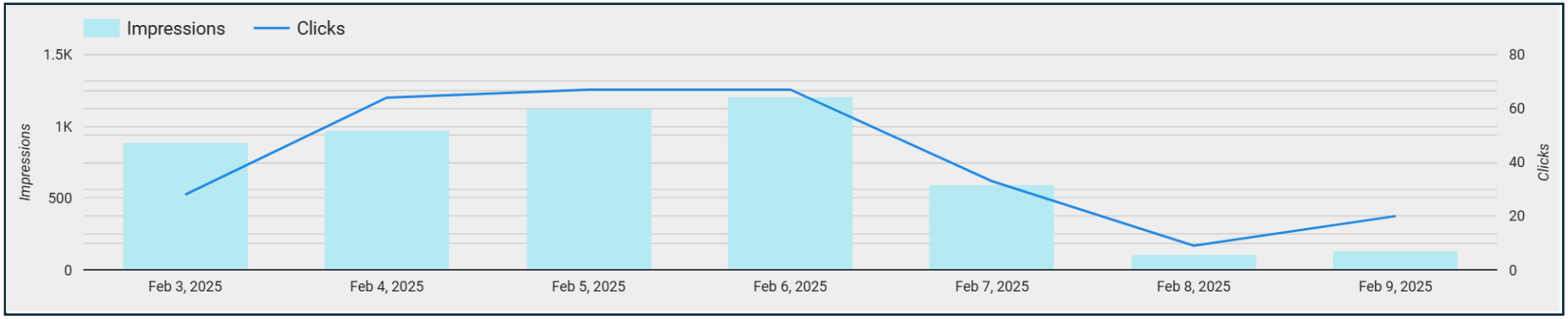
Note: Hospitality Office data above belongs to Calvin.
Average calls by Calvin is calculated based on 5 working days and for Abhsihek, it is calculated based on 3 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

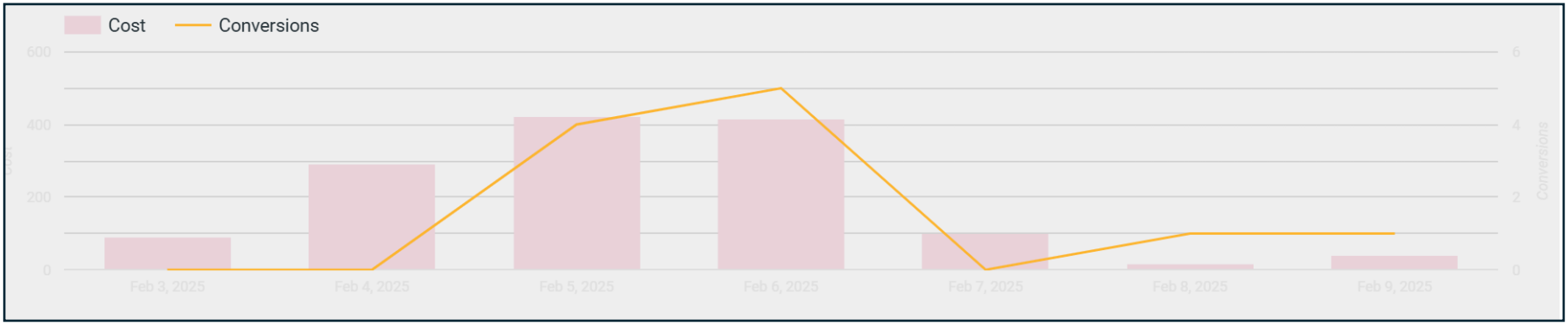
Google Ads
PERFORMANCE METRICS



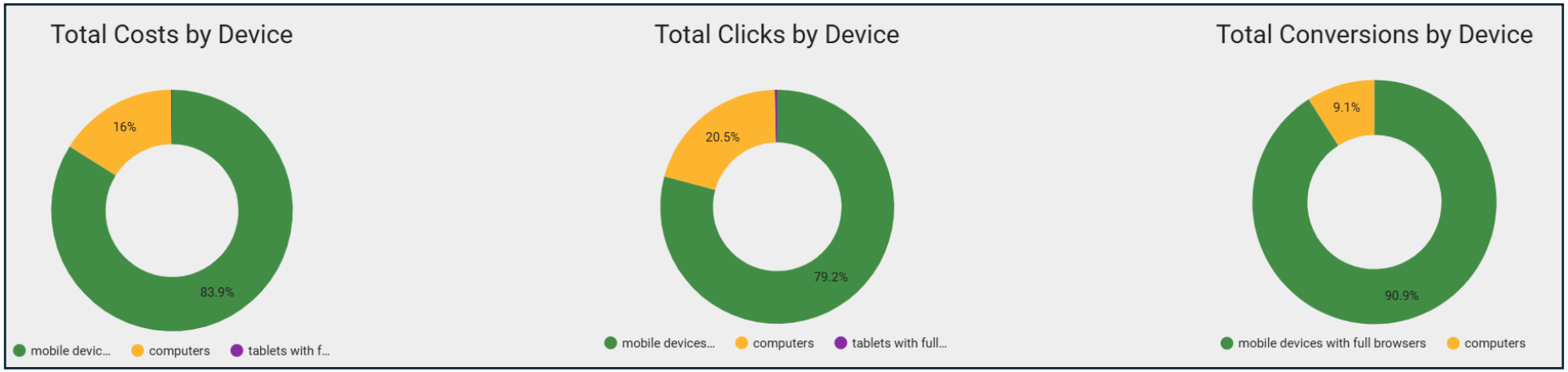
IMPRESSIONS 5.0K ↑ 124 & CLICKS 288.0 ↑ 13



CONVERSIONS 11 ↓ -1 vs COSTS £1K ↑ £282.33



USER DEVICE PERFORMANCE

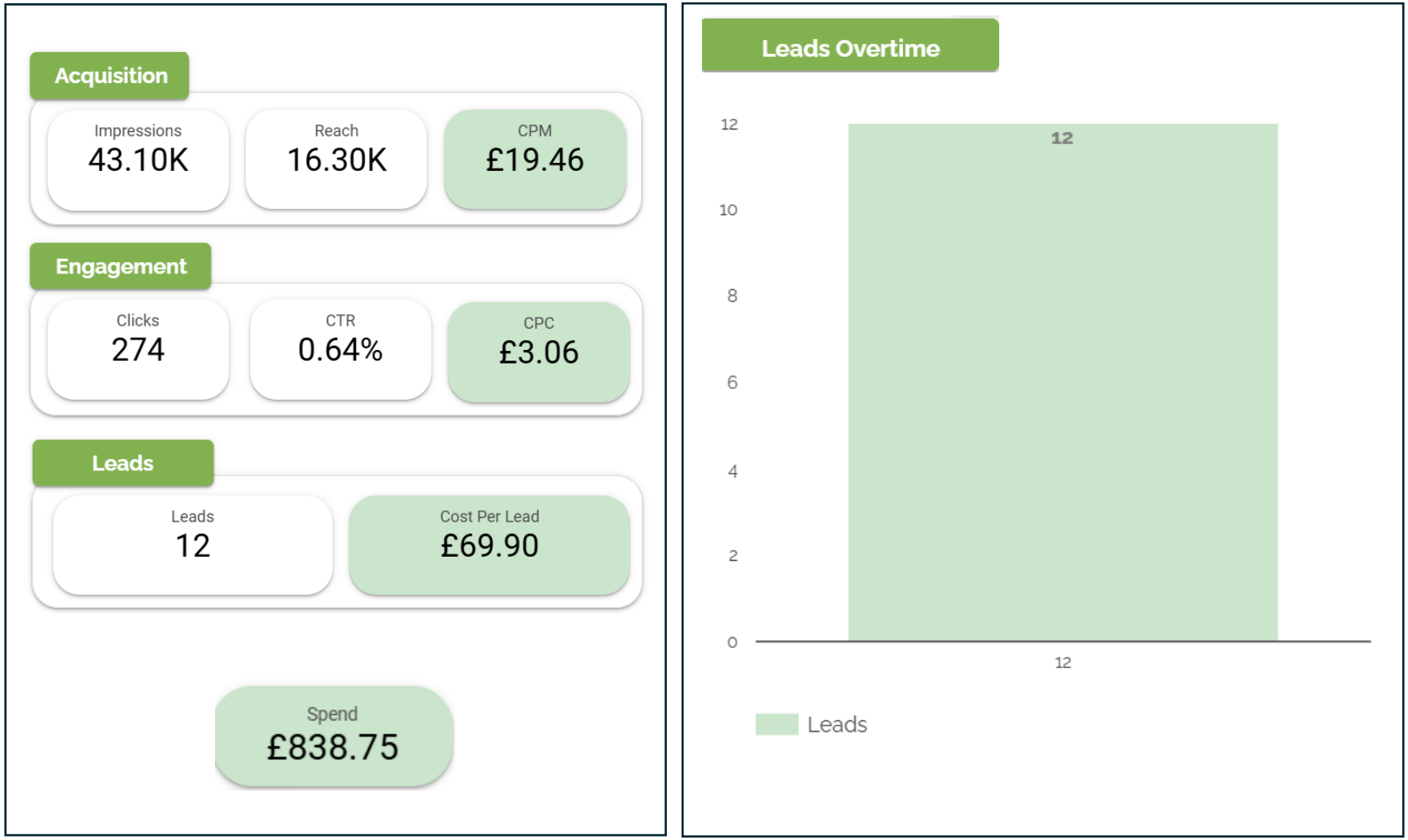


	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£1,154	4,289	228	5.32%	£5.06	10	£115.41	4.39%
2.	computers	£220	737	59	8.01%	£3.72	1	£219.59	1.69%
3.	tablets with full browsers	£2	12	1	8.33%	£2.1	0	£0	0%
	Grand total	**£1,376**	**5,038**	**288**	**5.72%**	**£4.78**	**11**	**£125.07**	**3.82%**

CAMPAIGN PERFORMANCE

Campaign	Cost	Impressions	Clicks ▾	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Cleaning Services	£823.98	3,183	145	4.56%	£5.68	7	£117.71	4.83%
Hire Services	£394.27	980	103	10.51%	£3.83	4	£98.57	3.88%
Laundry Services	£157.5	875	40	4.57%	£3.94	0	£0	0%

Meta Ads (PERFORMANCE)

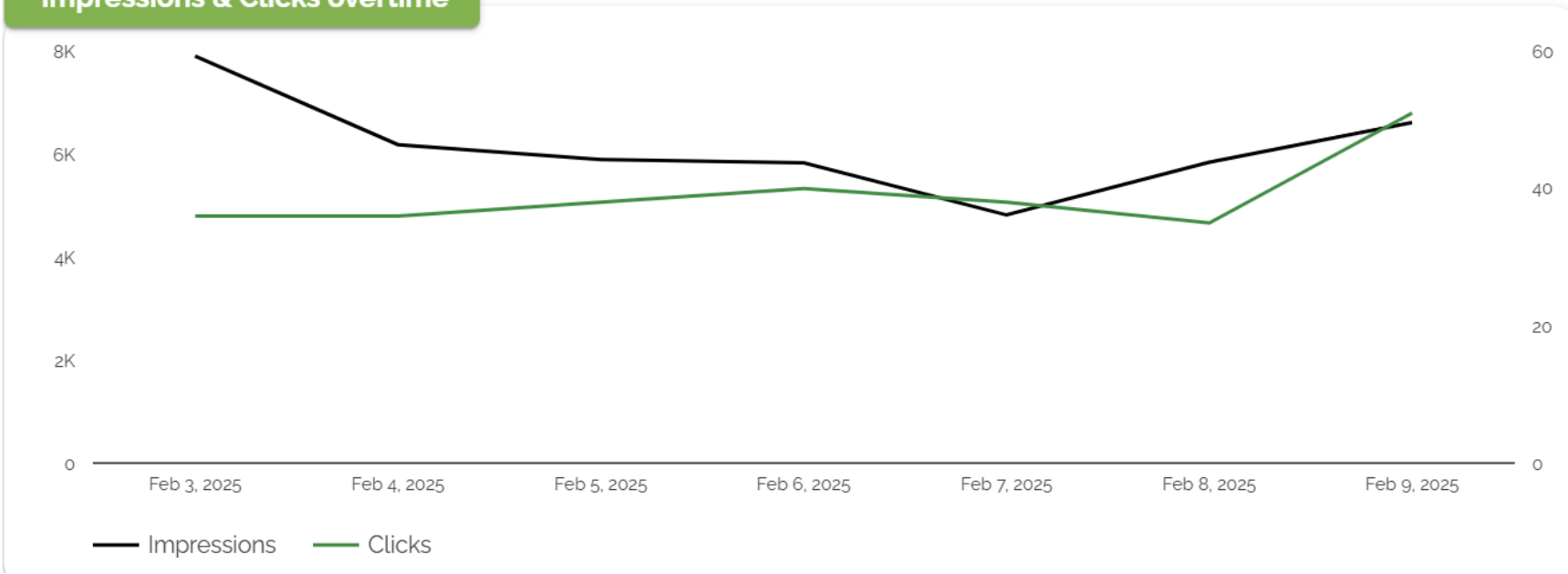


CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	201	37,113	£697.06	£3.47	10
2.	commercial_laundry_hospitality	73	5,990	£141.69	£1.94	2

Impressions & Clicks overtime



WEEKS HIGHLIGHT (03/02/2025 – 09/02/2025)

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Marifat Nazarova, Nazar Mari Ltd –** Linen Hire Services
   Estimated Quote amount: **£55.20**, Business: **2 Bedroom Flat (Holborn)**
   Promising Prospect

2. **Ali Ibtasar, Londonhop – *Promising Prospect***
   Estimated Quote amount: **£122.64**, Services: **Linen Hire**
   Brief: 7 properties based in London.
   Website: https://mylondonhop.com/

Takeaways

1. **Joseph Morgan – Invalid Lead**
   FEEDBACK:
   - Marketing related query.

2. **Andrew Prince, Pan Pacific – Laundry Services**
   - Decided to stay with their existing supplier. However, found our prices really competitive.
   - Quote value: **£2,396**
   - Still trying to chase for feedback. No response received so far.

3. **Sylvia Nielsen, Sarl (Airbnb), Paddington** – Laundry Only
   - Low volume requirements.
   - Quote value: £61

- Feedback awaited.

4. **Viba Mahajan, Aurra Mart –** Linen Purchase & Hire as well.
    - Quote value: **£230**
    - Feedback awaited.

5. **Slavka, Gerard Darel (3 storey Clothing STORE) –** Cleaning Service
    - Site visit scheduled for 10th February 2025. However, no pictures or videos allowed to be taken.
    - Mostly interested in a regular cleaning.

6. **Hameed Kiwan, Airbnb –** Linen Hire
    - Quote Value: **£182**
    - Promising lead but feedback awaited on the prices being reshared.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **11**

Cost per Conversion to CRM - **£125.07**

Meta Ads Cost per Conversion:

Total Leads Received – **12**

Cost per Conversion to CRM – **£69.90**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£117.71**
   Leads generated – **7**
2. Hire Ads spent - **£98.57**
   Leads generated – **4**
3. Laundry Ads spent - **£0**
   Leads generated – **0**

Meta Ads –

1. Linen Hire Ads spent - **£697.06**
   Leads generated – **10**
2. Commercial Laundry Ads spent - **£141.69**
   Leads generated – **2**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	2	9
Cleaning Services	0	1
Linen Hire + Cleaning	0	0
Cleaning + Laundry	0	0
Laundry Only Services	0	2
Linen Purchase	0	1
Kitchen products	0	0
GRAND TOTAL	**2**	**13**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	14	£2,086.38
Turnover pack	2	£45,786.00
Electrical Appliance	2	£1,207.33
Laundry Only	1	£88.19
Cleaning Services	1	£168
Premises Rent	1	£4,900
Total	**21**	**54,235.9**

ORDERS DELIVERED

Category	Order Count
Linen Hire	14
Laundry Only	2
Cleaning Services	1
Total	**17**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	11
Cleaning Services	5
Laundry Only Services	1
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	4
GRAND TOTAL	**21**

TENTATIVE SCHEDULE FOR NEXT WEEK (10/02/2025 – 16/02/2025)

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	10/02/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Nakita Guanipa	Atelier Estate Limited	**x10 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	8 Portal Way, Flat 3902, Icon Tower B, W3 6EH	Delivery & Collection	10/02/2025	PM SLOT - 12pm-5pm	07821 479 950
Gunalan Ganasegaram	GK LETTINGS & MANAGEMENT	**Collection Only** *Excess Bathmats & Some Dirty Linen*	2 Vincent Road, CR0 6ED Croydon	Collection	10/02/2025	PM SLOT - 12pm-5pm	07703 430949
Steven Wong	Messiah Property Ltd	**100% Cotton** **x6 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	2507 Maine Tower, 9 Harbour Way, E14 9DN	Delivery & Collection	10/02/2025	AM SLOT 9am - 12pm	0204 603 4190
Mina Shiraze	Airbnb / Guest Houses	**140 Clitterhouse – 9 Double Bed Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **2 Gladstone Park – 4 King Size & 4 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **84 Harlesden Road – 6 Double & 4 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	2 Gladstone Park Gardens, NW2 6JU 84 Harlesden Road, NW10 2BE 140 Clitterhouse Cress, NW2 1DA	Delivery	10/02/2025	PM SLOT - 12pm-5pm	07507 925 485

Steven Wong	Messiah Property Ltd	**100% Cotton** **x3 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x3 Double Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x3 Single Size Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Basement Flat, 69 Marchmont St, WC1N 1AP	Delivery & Collection	11/02/2025	AM SLOT 9am - 12pm	0204 603 4190
Steve Cogan	Airbnb	**Collection Only**	26 Arminger Road, W12 7BB	Collection	11/02/2025	PM SLOT - 12pm-5pm	07939 200 486
Jojo Gaye Jagne	Jojos	**Collection Only**	13 Heathfield Court, Avonley Road, London, SE14 5AP	Collection	11/02/2025	PM SLOT - 12pm-5pm	07518 794 379
Steven Wong	Messiah Property Ltd	**100% Cotton** **x6 Double Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	102 Wheat Sheaf Close, E14 9UY	Delivery & Collection	12/02/2025	AM SLOT 9am - 12pm	0204 603 4190

Clarissa Soccenti		**14 Camden High Street, London, NW1 0JH** **10x KING SETS (King Linen Set Hire - Polycotton** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10x bath mats (polycotton White)** **WESTB** **1 Westbourne Crescent, W2 3DB** **11x king sets (King Linen Set Hire - 100% Cotton White)** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **11x bath mats (King Linen Set Hire (Bed + Bath), 100% Cotton White)**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collection	12/02/2025	PM SLOT - 12pm-5pm	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)
Anil Bagga	Wellington Stays	**x15 Double Linen Sets** (x4 PC, x1 DC, x1 BS + x1 HT + x1 BT) *Item requirement is correct, client*	545 High Road, Leytonstone, E11 4PB	Delivery & Collection	12/02/2025	PM SLOT - 12pm-5pm	07908 962 805

		doesn't need two towels per set for time being					
Heidi Kampa	La Bibliotheque	**12 x Super King Bed Sheets** **12 x Super King Duvet Cover** **48 x Pillow cases** **x24 Towel sets** (x1 BT, x1 HT, x1 FT, x1 BM per set)	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	12/02/2025	PM SLOT - 12pm-5pm	07799 007 963 / 01450 367 110
Mina Shiraze	Airbnb / Guest Houses	**140 Clitterhouse – 9 Double Bed Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **2 Gladstone Park – 4 King Size & 4 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **84 Harlesden Road – 6 Double & 4 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	2 Gladstone Park Gardens, NW2 6JU 84 Harlesden Road, NW10 2BE 140 Clitterhouse Cress, NW2 1DA	Delivery & Collection	12/02/2025	PM SLOT - 12pm-5pm	07507 925 485
Pam Nash	Tottenham Abode	**Collection Only**	18 Dunloe Avenue, London, N17 6LA	Collection	13/02/2025	AM SLOT 9am - 12pm	07399 153 138
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	13/02/2025	PM SLOT - 12pm-5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)

Blagovesta Kyuchukova	Building Clean London LTD	**SW5** **30 King Size sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10 Single Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **10 Super King size sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **30 Bath mats** **20 Kitchen towels (Laundry)** **244 Wimbledon Park Road, SW18 5RL** **10 King Size sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **12 Double Size sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **6 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **20 Bath mats** **10 Kitchen towels (Laundry)**	57-59 Philbeach Gardens,SW5 9EE 244 Wimbledon Park Road, SW18 5RL	Delivery & Collection	13/02/2025	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	14/02/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149

Chris Grace	Walker Reinhart Ltd	**x54 Pillowcases** **x3 Super King Bed Sheets** **x3 Super King Duvet Covers** **x9 King Bed Sheets** **x9 King Duvet Covers** **x24 Bath Towels** **x4 Bathmats** **x5 Hand Towels** *Also, but to be packagaed separately* **1 x king size duvet cover** **1 x king sheet** **10 pillow cases** **1 x double bed duvet cover** **1 x duvet sheet** **1 x small double duvet cover** **1 x small double bed sheet** **5 x bath sheets** **2 x hand towels** **2 x bath mats**	Maid in Chelsea, 27 Parson's Green Lane, London, SW6 4HH	Delivery & Collection both	14/02/2025	AM SLOT 9am - 12pm	07810 565 320
Pam Nash	Tottenham Abode	**x6 Double Duvet Covers** **x6 Double Bed Sheets** **x6 Single Duvet Covers** **x6 Single Bed Sheets** **x13 Bath Towels** **x13 Hand Towels** **x6 Pillowcases**	9 Winchelsea Road, N17 6XJ	Delivery	14/02/2025	AM SLOT 9am - 12pm	07399 153 138

Jojo Gaye Jagne	N/A	**3 x King Size Linen Set** (4x PC, 1x DC, 1x BS, 2x BT, 2x HT) **2 x Double Linen Set** (4x PC, 1x DC, 1x BS, 2x BT, 2x HT) **5 x Superking Linen Set** (4x PC, 1x DC, 1x BS, 2x BT, 2x HT) **2 x Bathrobe Large & XL size (Purchase) 5 x Toiletry Kit** **10 x Bathmat** **ALL POLYCOTTON**	13 Heathfield Court, Avonley Road, London, SE14 5AP	Delivery & Collection	14/02/2025	AM SLOT 9am - 12pm	7518794379
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	16/02/2025	AM SLOT 9am - 12pm	07470 255 034