londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

24/02/2025 – 02/03/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£16,482.93

TOTAL INVOICES

18

NEW LEADS

13

“”

QUOTES SENT

14

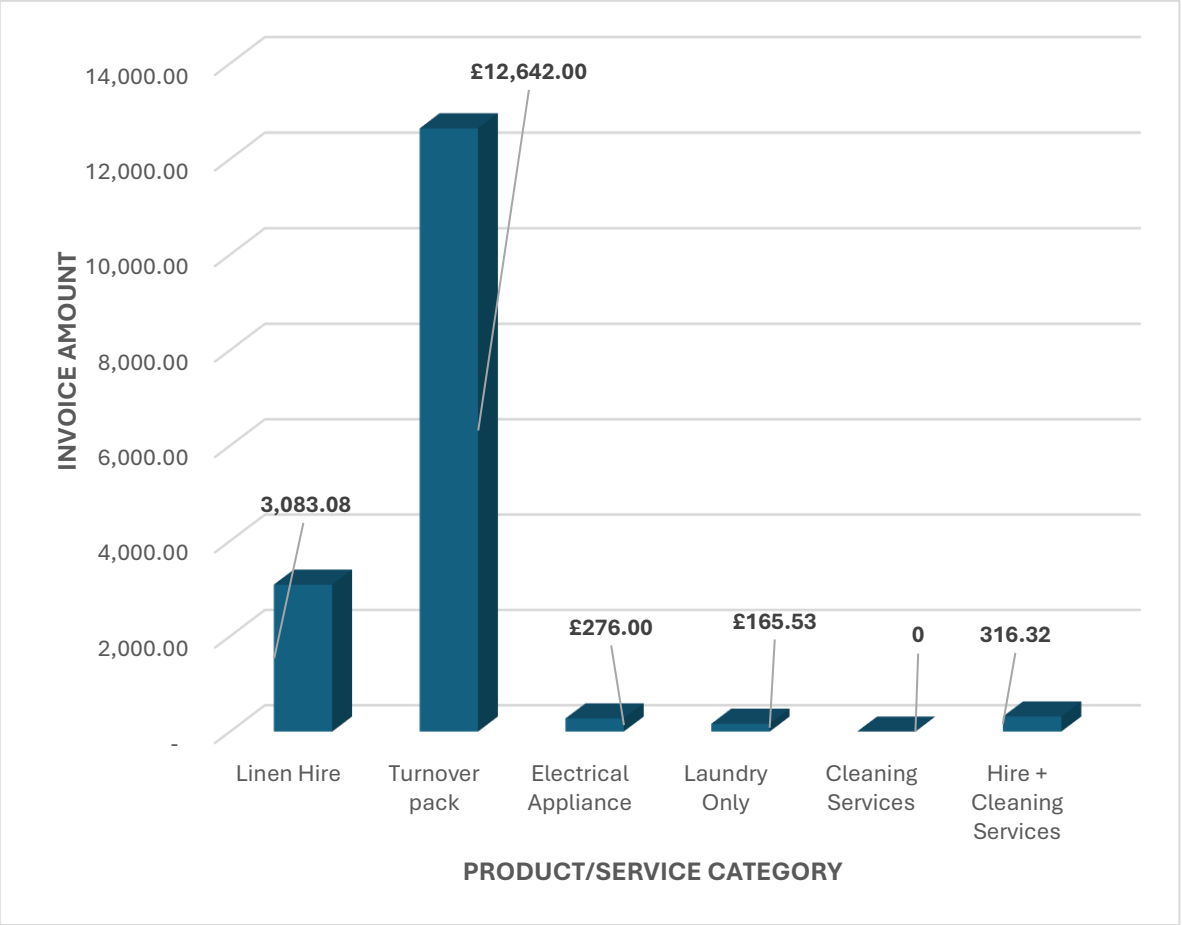
CONVERSIONS

2

ORDERS DELIVERED

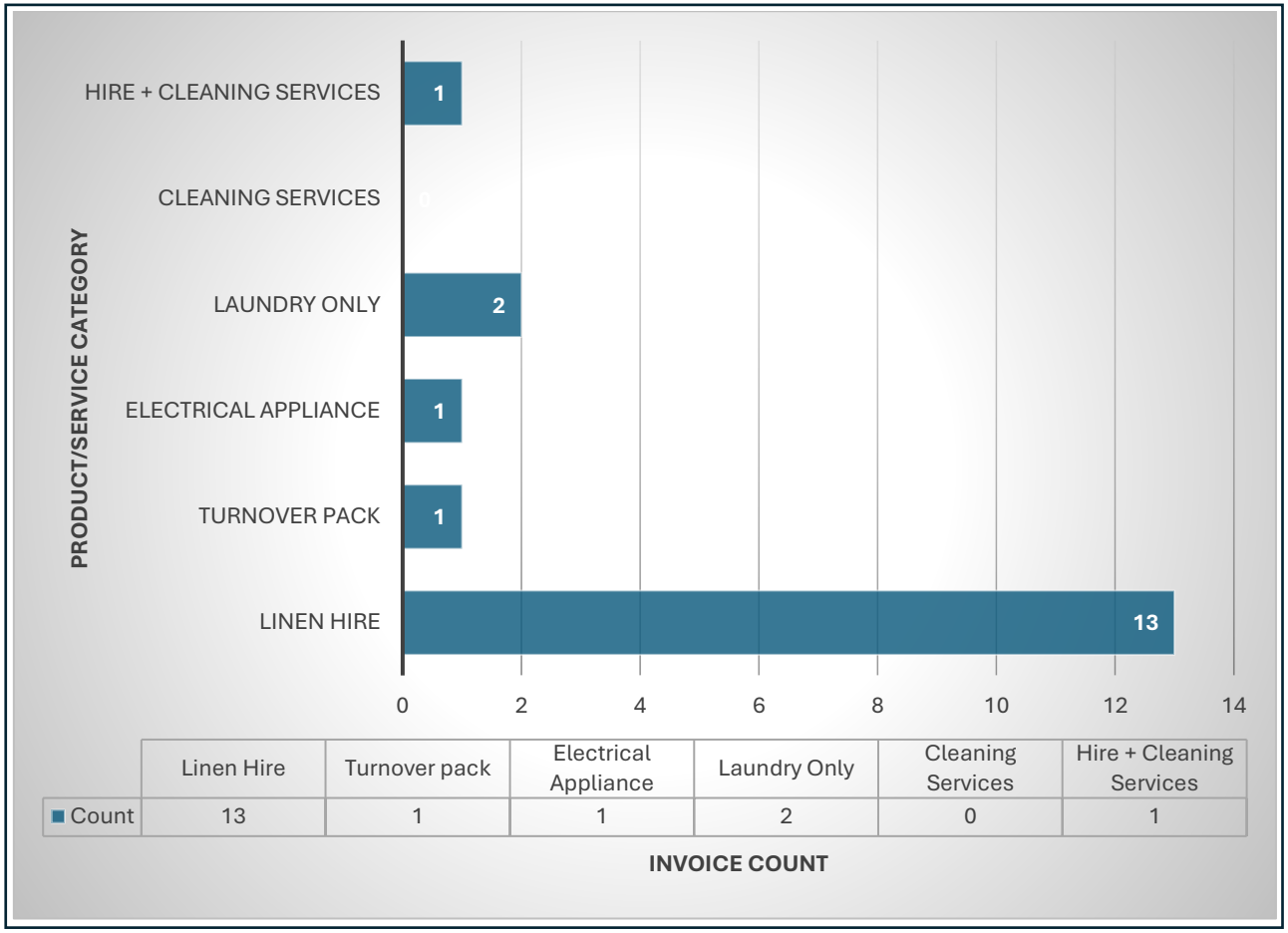
33

DETAILED GLANCE OF SALES – INVOICE AMOUNT



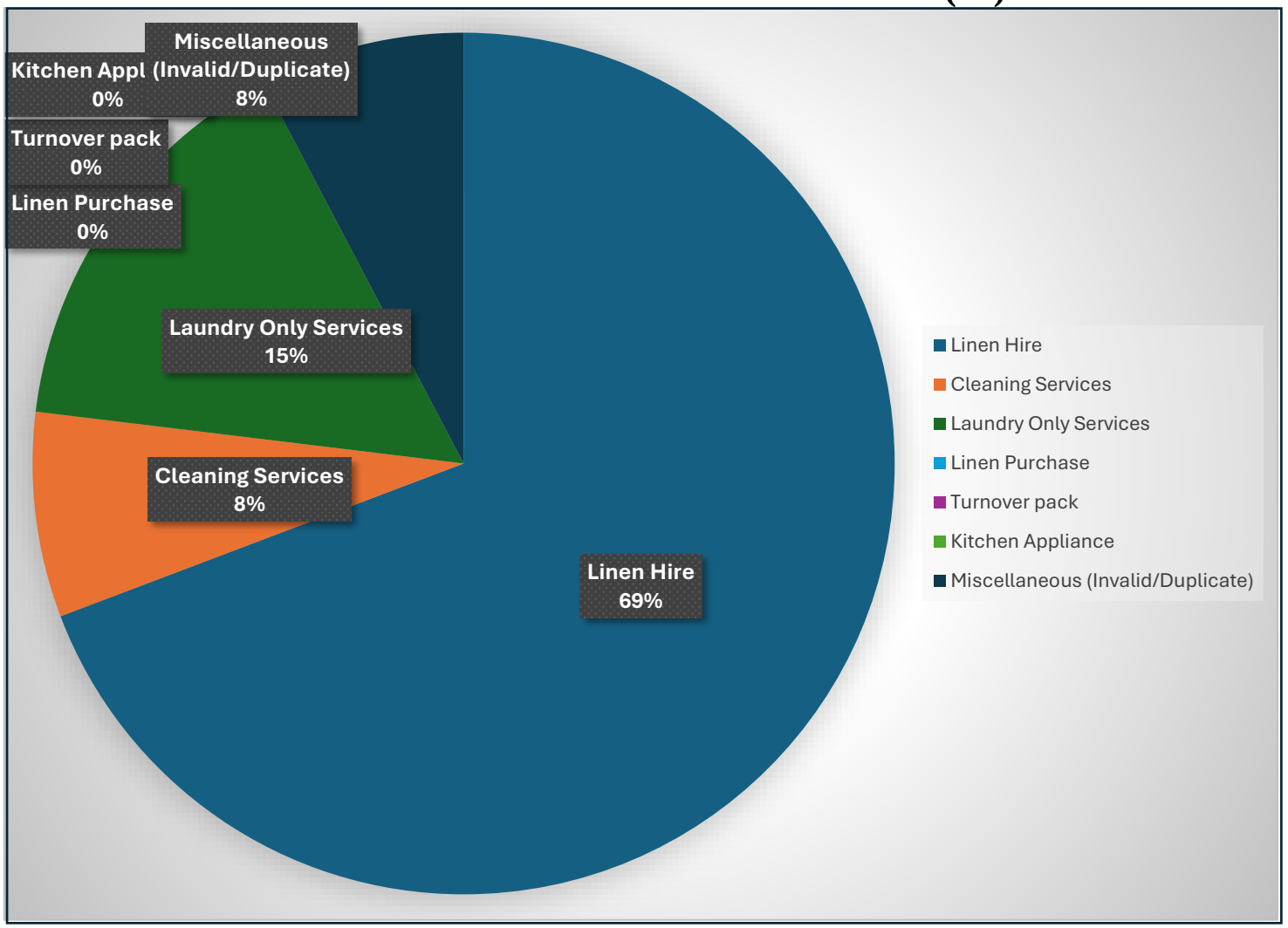
TOTAL AMOUNT - £16482.93

DETAILED STATISTICS – INVOICE COUNT (18)

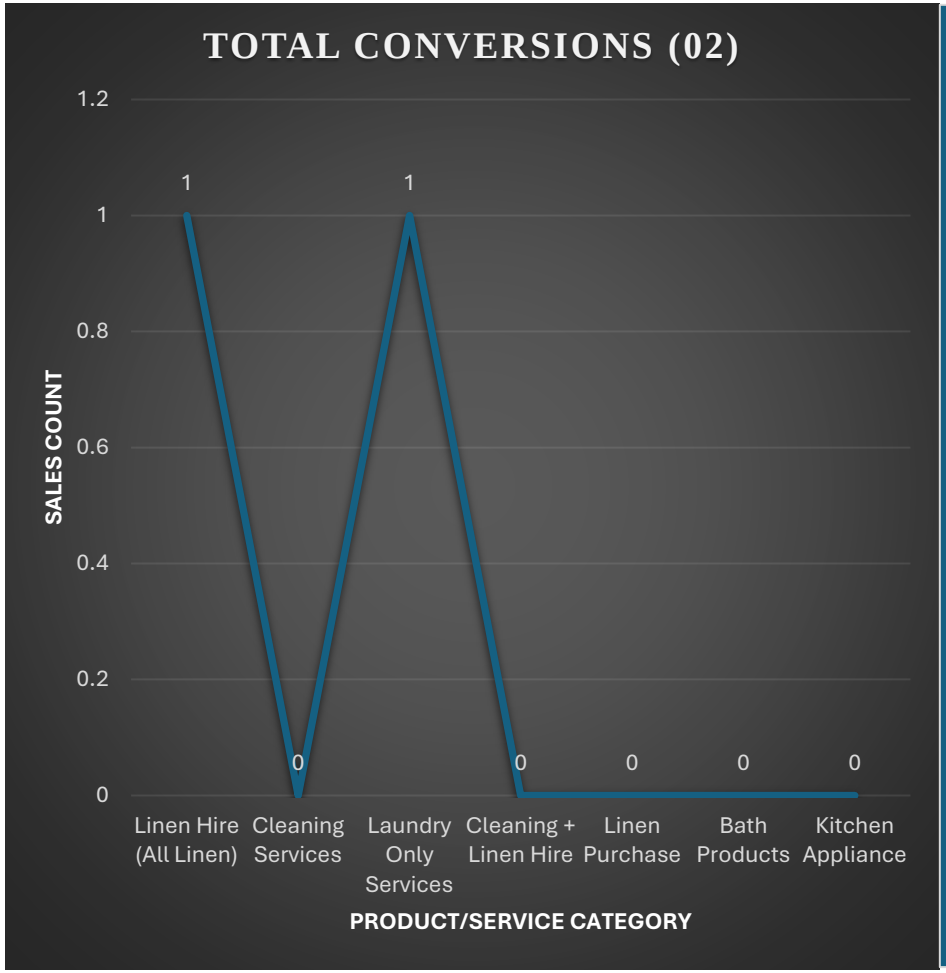


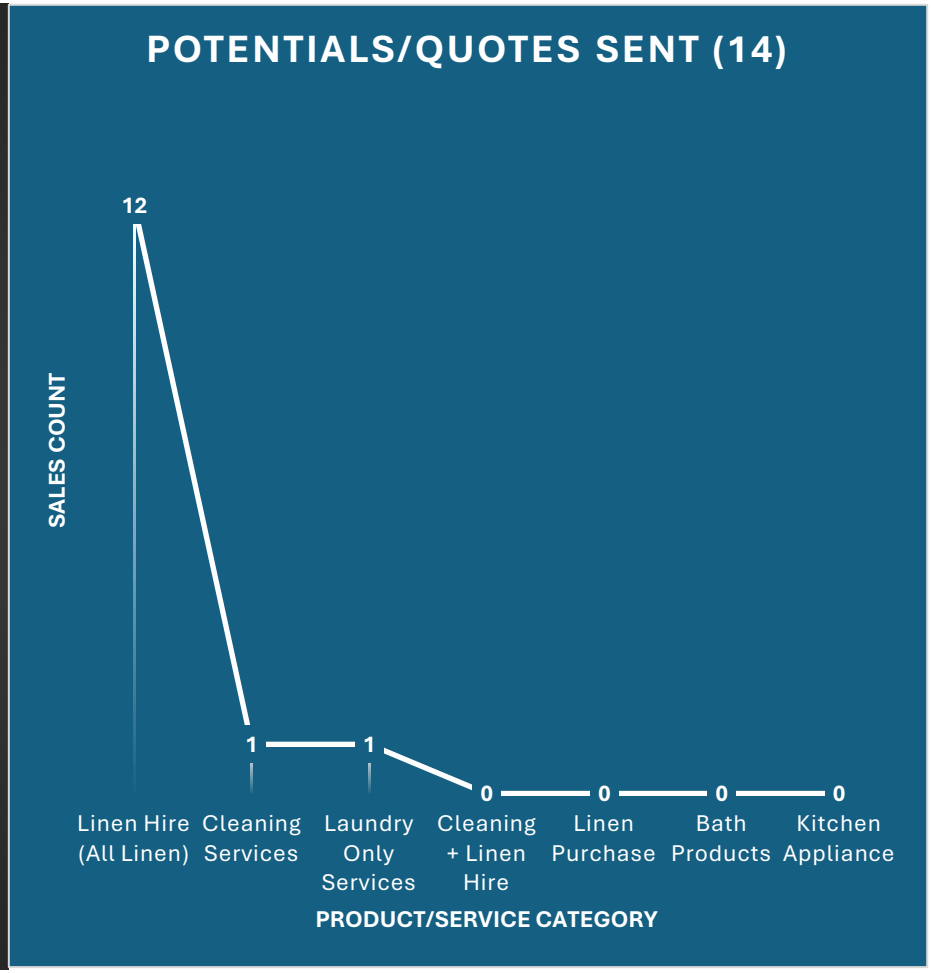
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services
Count	13	1	1	2	0	1

LEADS RECEIVED DURING THE WEEK (13)

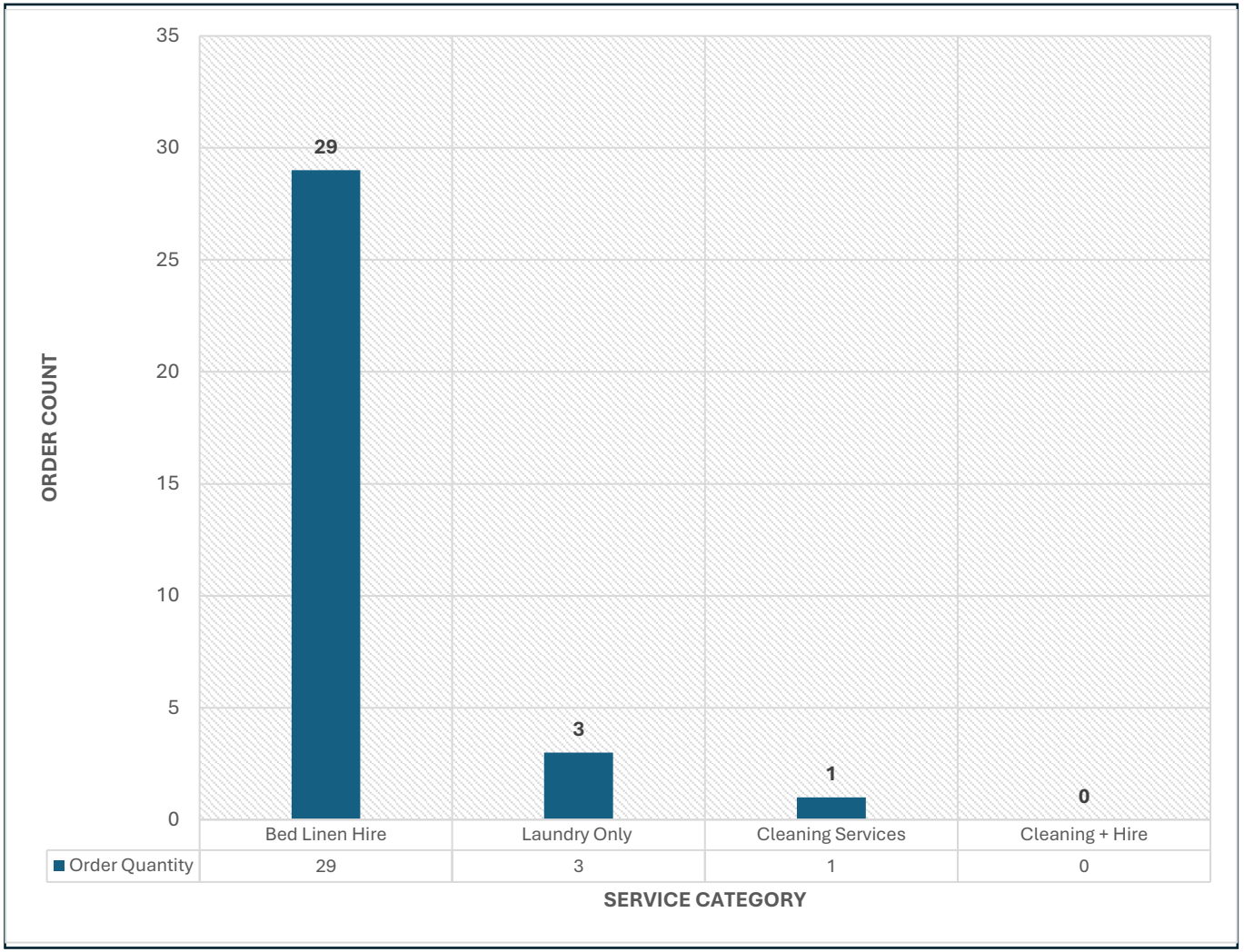


SALES TEAM ACTION





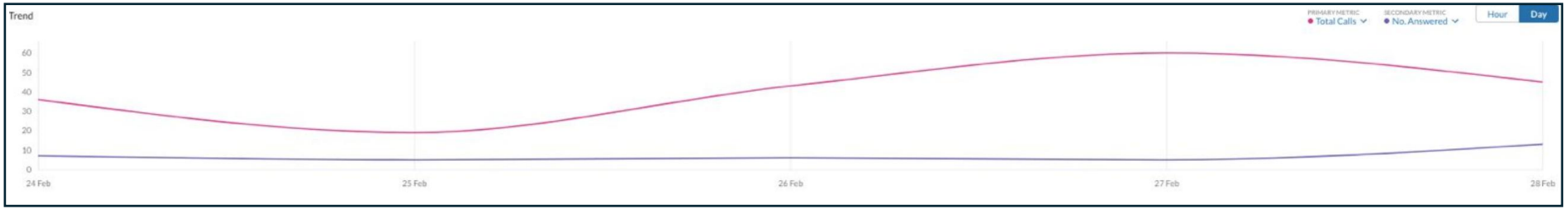
ORDERS DELIVERED DURING THE WEEK (33)



SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek

Total Calls during 5 working days of the week**: 175** Average calls: Calvin – **23** Abhishek – **19**



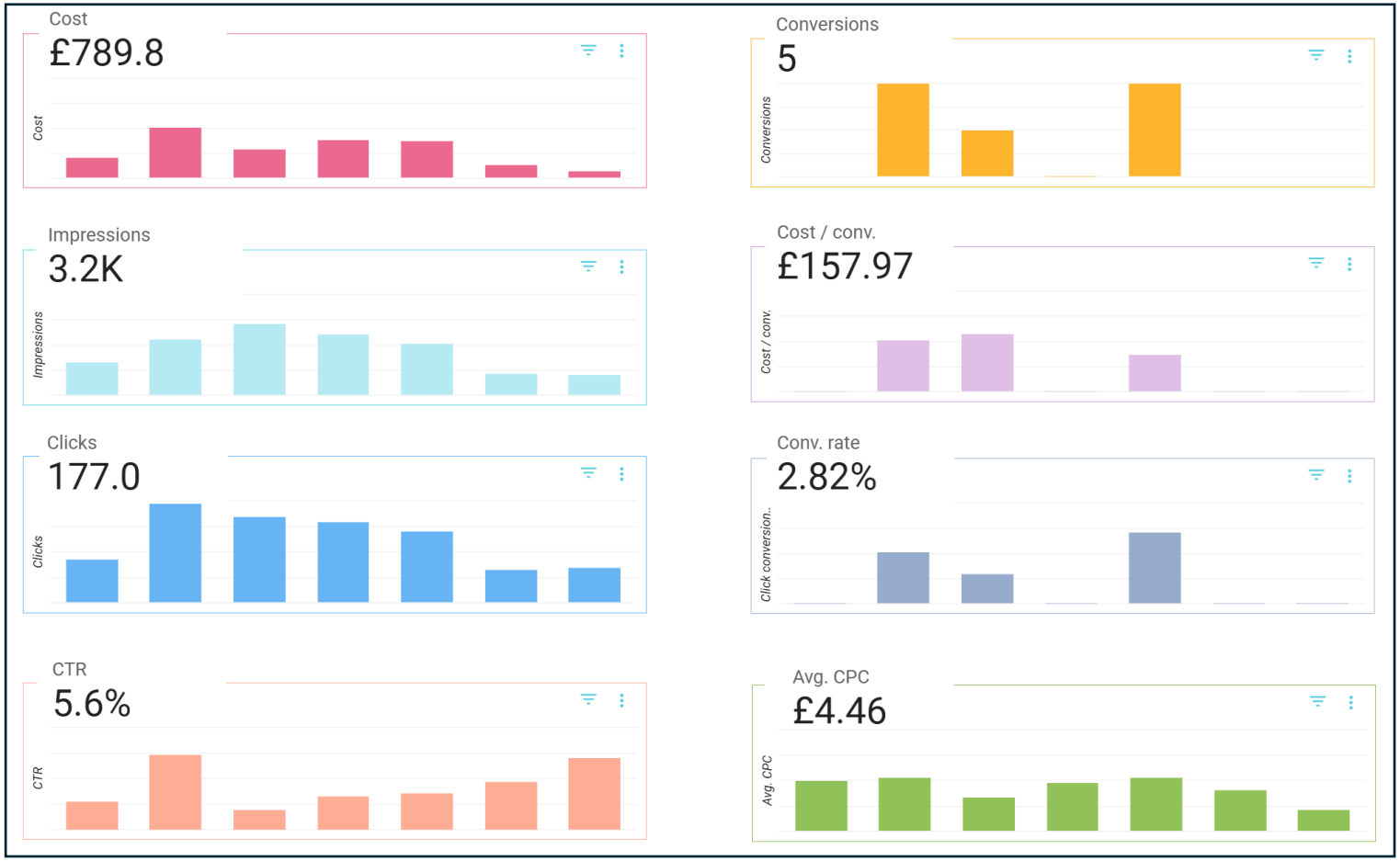
Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	116	23.20	49	67	69.4%	02:32
Abhishek Singh	706	59	11.80	4	55	25.0%	00:33

Note: Hospitality Office data above belongs to Calvin.

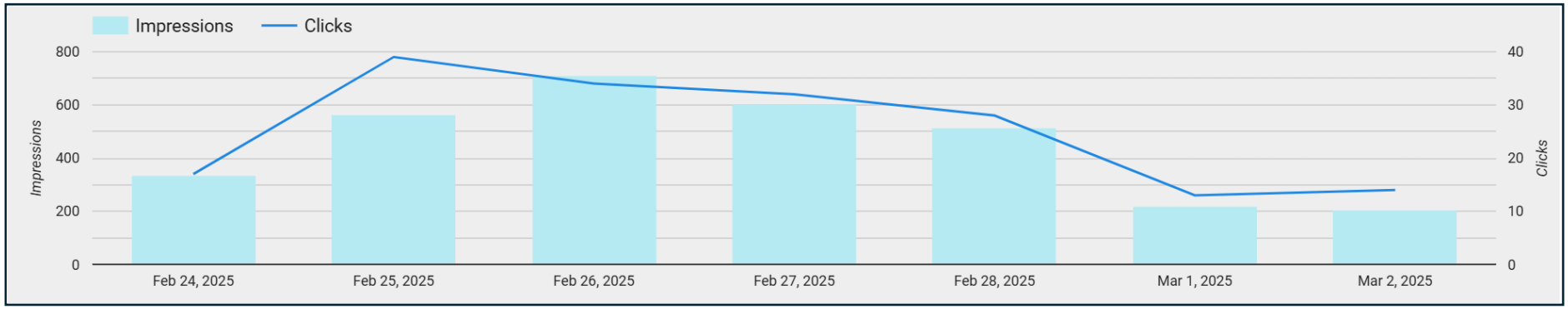
Average calls by Calvin is calculated based on 5 working days and for Abhsihek, it is calculated based on 3 working days for the last week.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

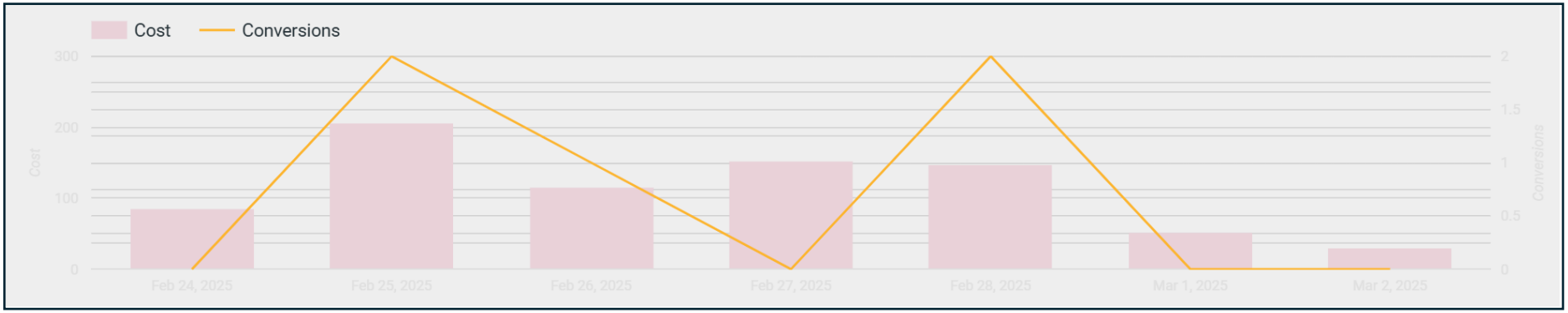
Google Ads
PERFORMANCE METRICS



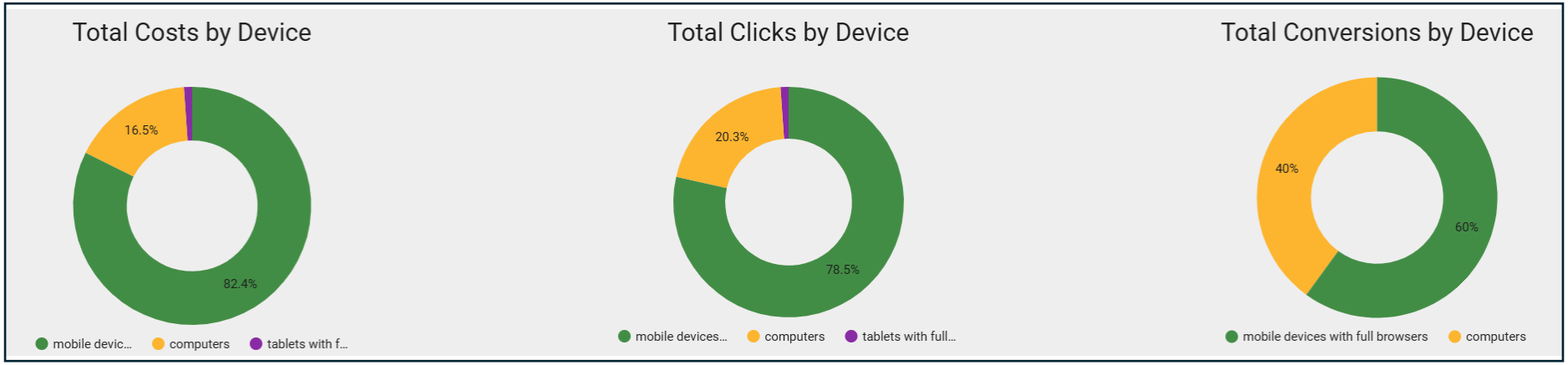
IMPRESSIONS 3.2K ↑ 986 & CLICKS 177.0 ↑ 43



CONVERSIONS 5 ↑ 3 vs COSTS £790 ↑ £253.05



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£651	2,468	139	5.63%	£4.68	3	£216.84	2.16%
2.	computers	£131	670	36	5.37%	£3.63	2	£65.26	5.56%
3.	tablets with full browsers	£9	12	2	16.67%	£4.39	0	£0	0%
	Grand total	**£790**	**3,150**	**177**	**5.62%**	**£4.46**	**5**	**£157.97**	**2.82%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£464	1,777	89	5.01%	£5.21	2	£231.89	2.25%
Hire Services	£213	1,068	70	6.55%	£3.04	0	£0	0%
Cleaning Services	£84	163	6	3.68%	£13.98	2	£41.94	33.33%
Hire Services_UK	£29	142	12	8.45%	£2.44	1	£29.3	8.33%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£790**	**3,150**	**177**	**5.62%**	**£4.46**	**5**	**£157.97**	**2.82%**

WEEKS HIGHLIGHT (24/02/2025 – 02/03/2025)

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Ashley Oloyede – Signed the contract**
   Estimated Quote amount: **£241.44 monthly**
   Service requested – Laundry Only Service
   Business: N/A
   Location: Flat 7, 5 Candle Grove, SE15 3JW

2. **Elena Ferrara, Magic Stay London – Signed the contract**
   Estimated quote amount: **£896.40 per week = £3,584 monthly**
   Service requested **-** Linen Hire Services
   Business: Storage Services
   Location: Safe Store, Self-Storage, Paddington, Water Gardens, Burwood Place, London, W2 2HN

Takeaways

1. Motaz bargo, Education network service
   BACKGROUND:
   - ✓ 1200 per month (Bath towel + Double duvet cover + Double sheet + 2500 Pillowcases , Total beds – 13
   - ✓ Operations to be started soon
   - ✓ Quote amount: £6,030 - £3,360
   - ✓ Feedback received – Will take at least 1 more month to review

2. Scott, Harrington Residences and Management Ltd
   - ✓ It's a student & young professional housing.
   - ✓ Service Requested – Cleaning services
   - ✓ Quote sent and under review currently. This lead was generated through cold emails.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **5**

Cost per Conversion to CRM - **£157.97**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£84**
   Leads generated – **2**
2. Hire Ads spent - **£242**
   Leads generated – **1**
3. Laundry Ads spent - **£464**
   Leads generated – **2**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	12
Cleaning Services	0	1
Laundry Only Services	1	1
Cleaning + Linen Hire	0	0
Linen Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**2**	**14**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	13	3,083.08
Turnover pack	1	£12,642.00
Electrical Appliance	1	£276.00
Laundry Only	2	£165.53
Cleaning Services	0	0
Hire + Cleaning Services	1	316.32
Total	**18**	**16482.93**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	29
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	0
Total	**33**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	9
Cleaning Services	1
Laundry Only Services	2
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	1
GRAND TOTAL	**13**

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

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot
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	03/03/2025	PM SLOT - 12pm-5pm
Steven Wong	Messiah Properties Ltd	**4 King Linen sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **1 Double Linen set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **1 Single Linen set** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Basement flat, 69 Marchmont St, WC1N 1AP	Delivery & Collection	03/03/2025	AM SLOT 9am - 12pm
Blagovesta Kyuchukova	Building Clean London LTD	**Collection Only**	244 Wimbledon Park Road, SW18 5RL	Collection Only	03/03/2025	PM SLOT - 12pm-5pm
Shane Woods	Leiso Property Services Ltd	**x4 Double Linen sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x3 Bathmats** **Cleaner to undress beds, pack into bags and dress beds with fresh linen, was missed due to hectic schedule last week Thursday**	114 Warneford Road, HA3 9HY	Delivery & Collection	04/03/2025	AM SLOT 9am - 12pm

Steven Wong	Messiah Properties Ltd	**x8 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	42 Carronade Court, Eden Grove, N7 8EP	Delivery & Collection	04/03/2025	PM SLOT - 12pm-5pm
Steven Wong	Messiah Properties Ltd	**6 Doubles Linen sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	102 Wheat Sheaf Close, E14 9UY	Delivery & Collection	04/03/2025	PM SLOT - 12pm-5pm
Ashley Oloyede	Airbnb	**Laundry only - Bed Linens**	Flat 7, 5 Candle Grove, SE15 3JW	Delivery & Collection	04/03/2025	PM SLOT - 12pm-5pm
Mina Shiraze	Airbnb / Guest Houses	**140 Clitterhouse – 13 Double Bed Linen Sets + 4 King 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) ***For King Sets - Use a S/K Duvet Cover as our King Duvet Covers don't fit client duvets. Please use a King Bed Sheet as per usual***	84 Harlesden Road, NW10 2BE 140 Clitterhouse Cress, NW2 1DA	Delivery & Collection	05/03/2025	AM SLOT 9am - 12pm

Mostafa Iqbal	London Holiday Rental	**x40 Pillowcases** **x25 Double Duvet Covers** **x25 Double Bed Sheets** **x40 Bath Towels** **x10 Hand Towels**	124 Mile End Road, E1 4UN	Delivery & Collection	05/03/2025	AM SLOT 9am - 12pm

Clarissa Soccenti		**14 Camden High Street, London, NW1 0JH** **15x KING SETS (King Linen Set Hire - Polycotton** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **15x bath mats (polycotton White)** **WESTB** **1 Westbourne Crescent, W2 3DB** **15x King sets 100% Cotton White** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **15x Bath mats, 100% Cotton White**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collection	05/03/2025	AM SLOT 9am - 12pm

Carol	City Sparrow Apartments	**40 Super King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **15 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	278 Saint James Road, Wetons House, London, SE1 5JX	Delivery & Collection	05/03/2025	PM SLOT - 12pm-5pm
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	05/03/2025	PM SLOT - 12pm-5pm
Ashley Oloyede	Airbnb	**Laundry only - Bed Linens** **Priority -** *Unable to deliver and collect earlier this week due to confusion with client and scheduling*	Flat 7, 5 Candle Grove, SE15 3JW	Delivery & Collection	06/03/2025	AM SLOT 9am - 12pm

Blagovesta Kyuchukova	Building Clean London LTD	**SW5** **30 king size** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10 single sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	57-59 Philbeach Gardens,SW5 9EE	Delivery & Collection	06/03/2025	PM SLOT - 12pm-5pm
Ilham	NawsaPproperties Ltd	**Double Linen Sets x8 (No towel)** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **Single Linen Sets x4 (No towel)** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **King Linen Sets × 4 (No towel)** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **Bath Towel x10** **Hand towel x10**	Flat 4, Steel Back House, 102 Renwick Road, Barking, IG11 0PE	Delivery & Collection	06/03/2025	PM SLOT - 12pm-5pm
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	06/03/2025	PM SLOT - 12pm-5pm

Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services** *Collection only, clean items delivered yesterday*	97 Old Brompton Road, Kensington, SW7 3LD	Collection Only	07/03/2025	PM SLOT - 12pm-5pm
Steve Cogan	Airbnb	**Collection Only** ***Cleaner at property from 10am - 4pm, Collection will have to be made in that timeframe***	26 Arminger Road, W12 7BB	Collection Only	07/03/2025	PM SLOT - 12pm-5pm
Mina Shiraze	Airbnb / Guest Houses	**Collection only - Dirty Linens**	84 Harlesden Road, NW10 2BE	Collection Only	07/03/2025	PM SLOT - 12pm-5pm

Pam Nash	Tottenham Abode	**26 Roslyn Road, N15 5ET - Delivery Only** x24 Double Duvet Covers x24 Double Bed Sheets x32 Single Duvet Covers x32 Single Bed Sheets x78 Bath Towels x58 Hand Towels x80 Pillowcases **18 Dunloe Avenue, London, N17 6LA** Collection only of dirty linens above address	26 Roslyn Road, N15 5ET **Delivery Only** 18 Dunloe Avenue, London, N17 6LA **Collection Only**	Delivery & Collection	07/03/2025	AM SLOT 9am - 12pm
Sean Devereux	Devereux Residences	**20 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Big Yellow Storage, 71 Townmead Road, London, SW6 2ST	Delivery & Collection	07/03/2025	PM SLOT - 12pm-5pm
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	09/03/2025	AM SLOT 9am - 12pm