londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

03/03/2025 – 09/03/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£21,305.22

TOTAL INVOICES

15

NEW LEADS

7

QUOTES SENT

8

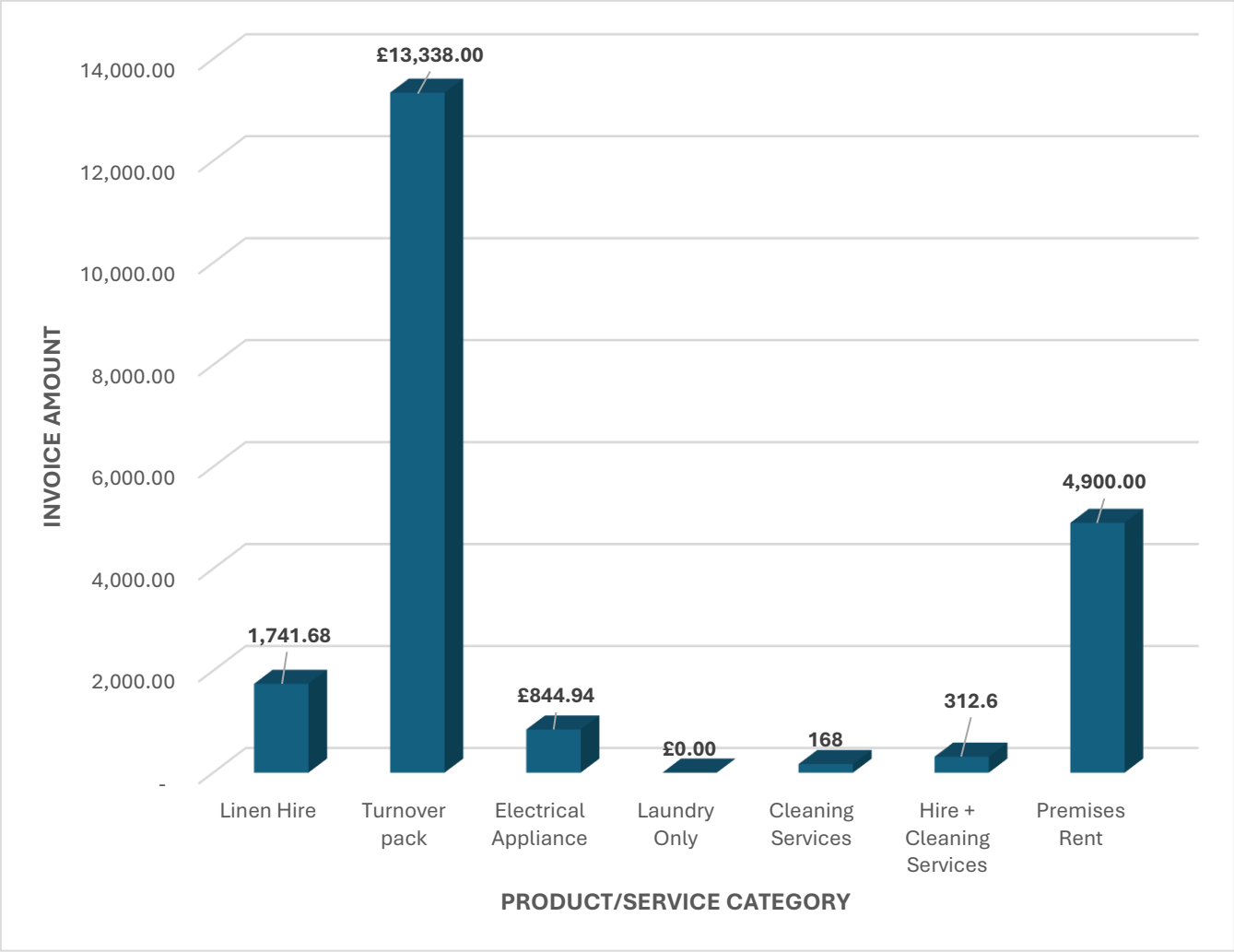
CONVERSIONS

1

ORDERS DELIVERED

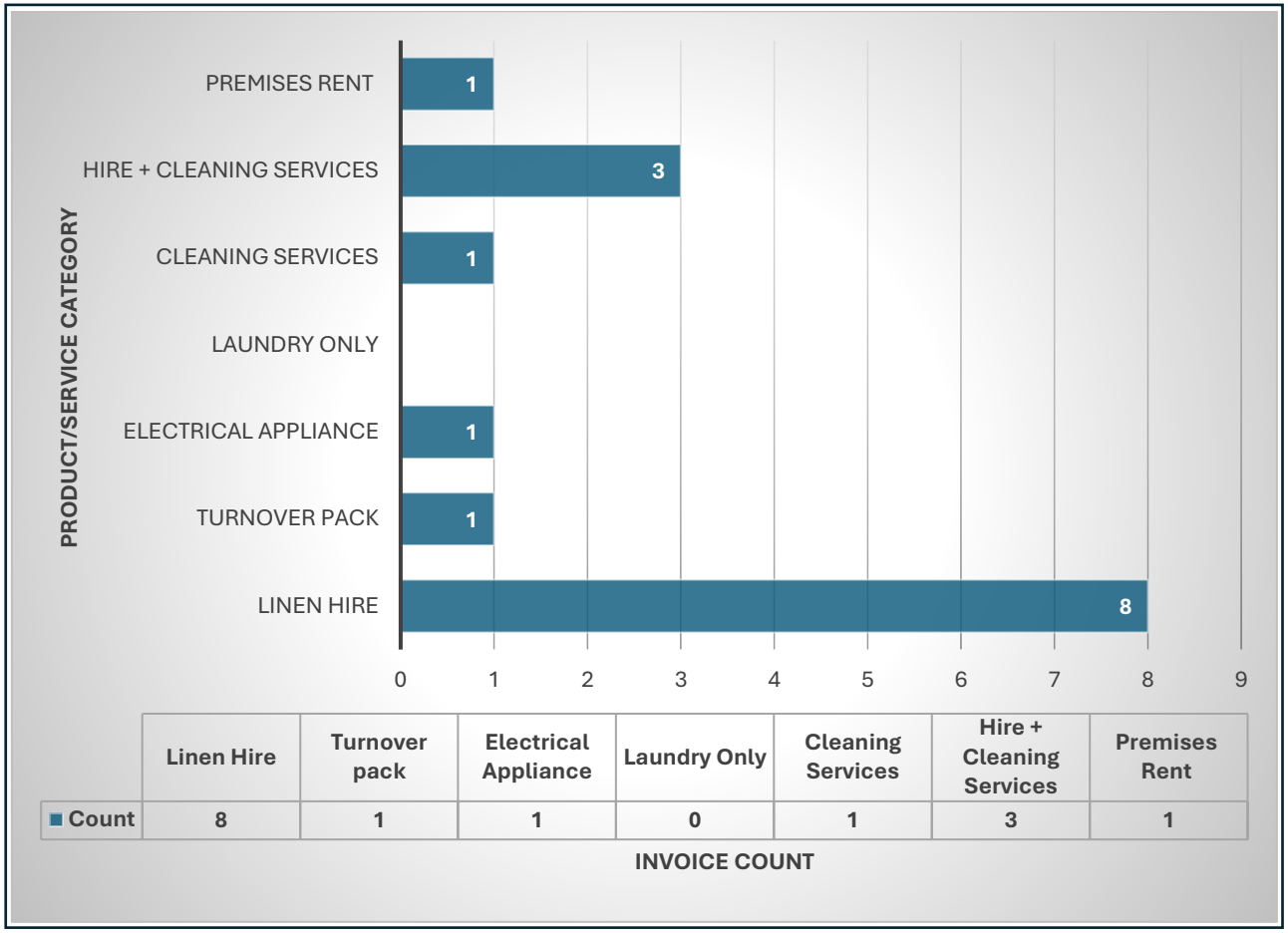
35

DETAILED GLANCE OF SALES – INVOICE AMOUNT



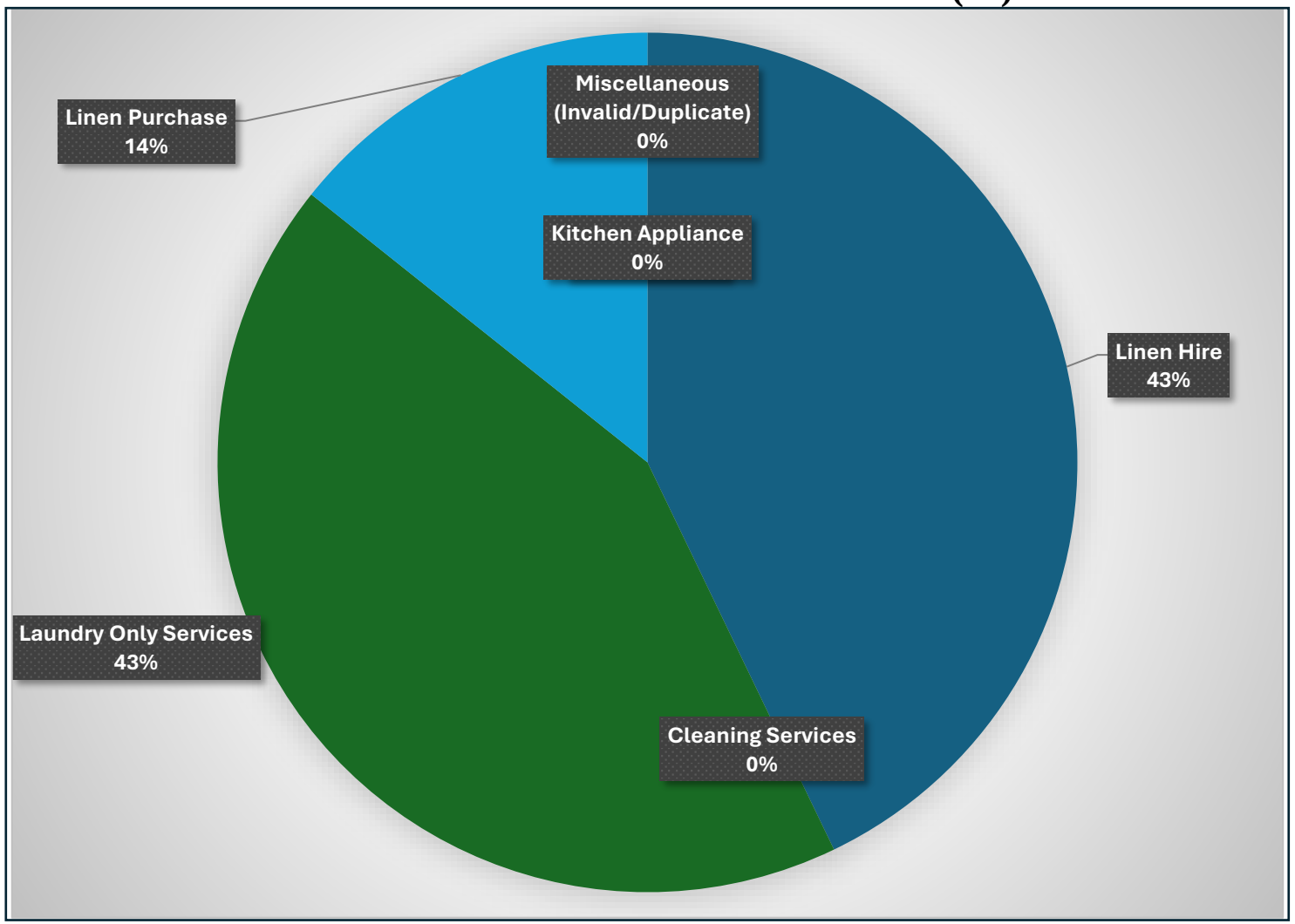
TOTAL AMOUNT - £21,305.22

DETAILED STATISTICS – INVOICE COUNT (15)

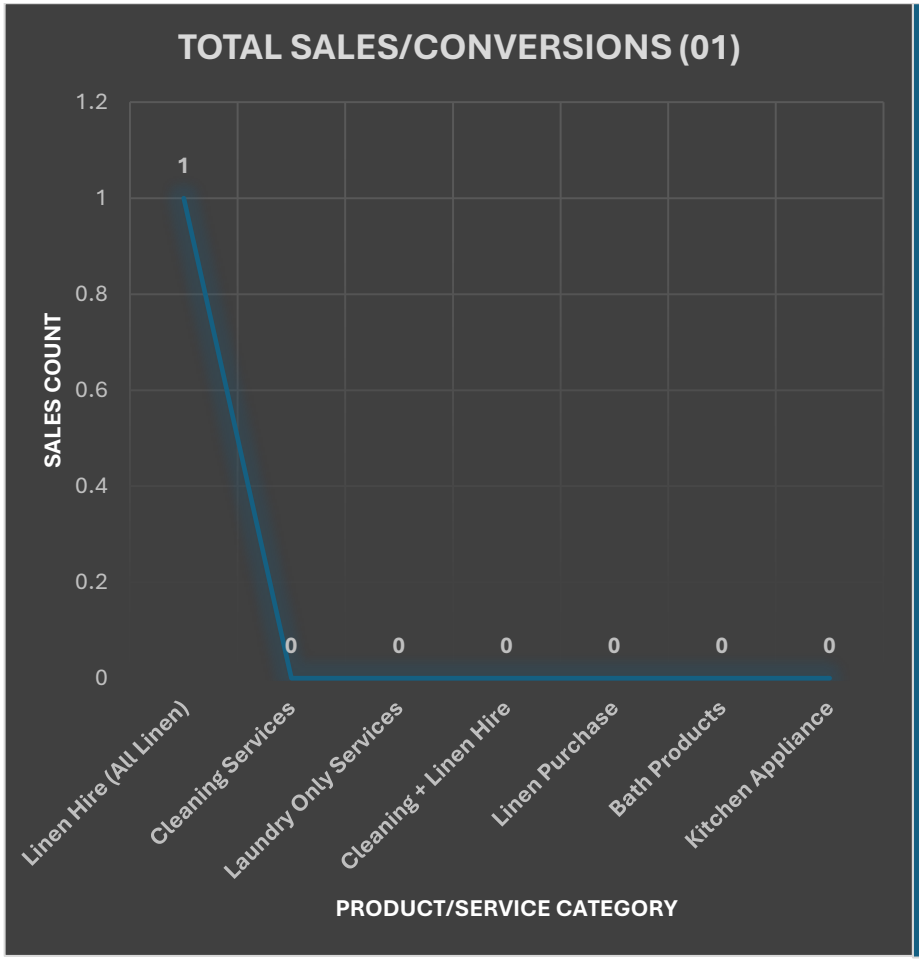


	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services	Premises Rent
Count	8	1	1	0	1	3	1

LEADS RECEIVED DURING THE WEEK (07)

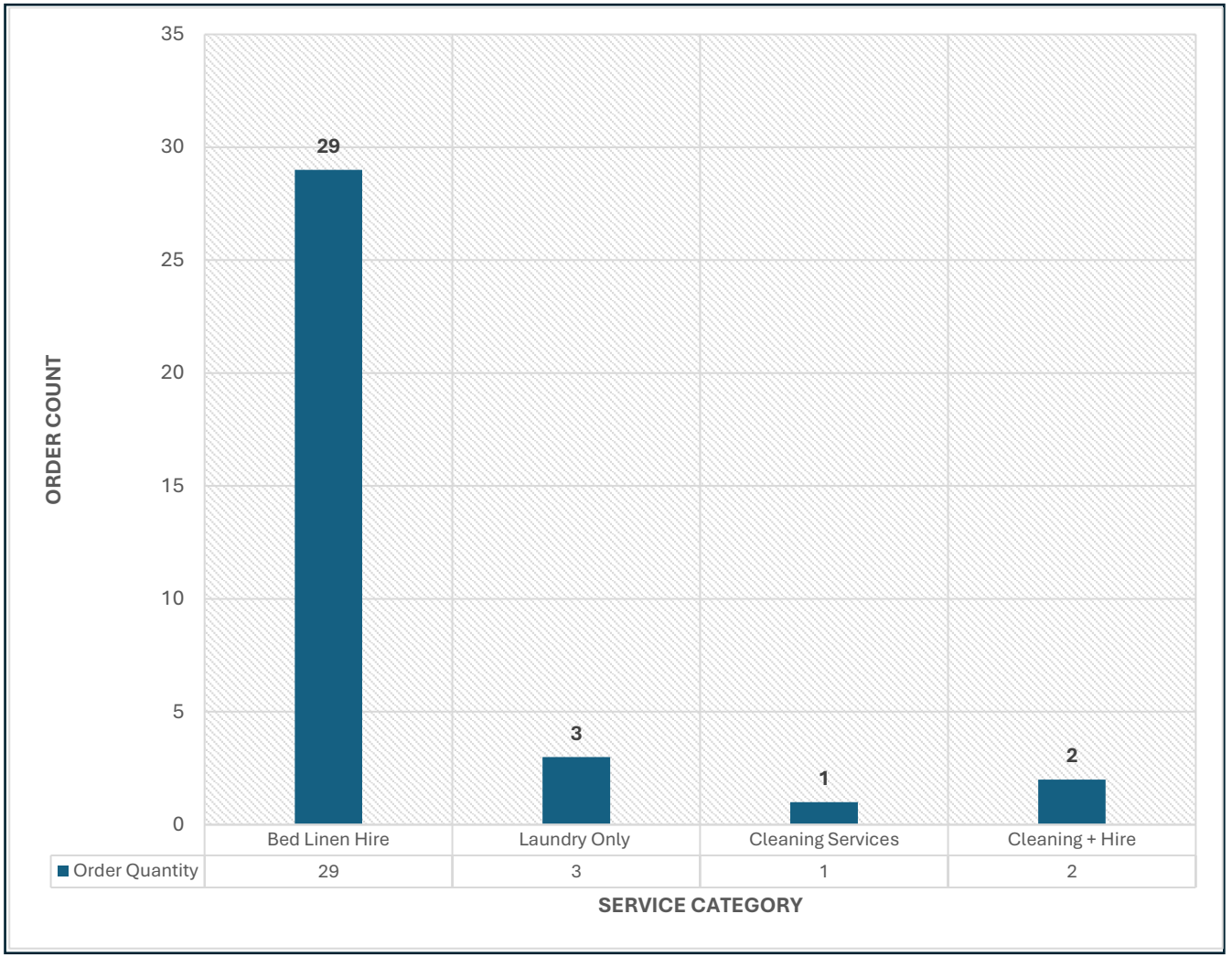


SALES TEAM ACTION





ORDERS DELIVERED DURING THE WEEK (35)



SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek

Total Calls during 5 working days of the week**: 164** Average calls: Calvin – **108** Abhishek – **56**



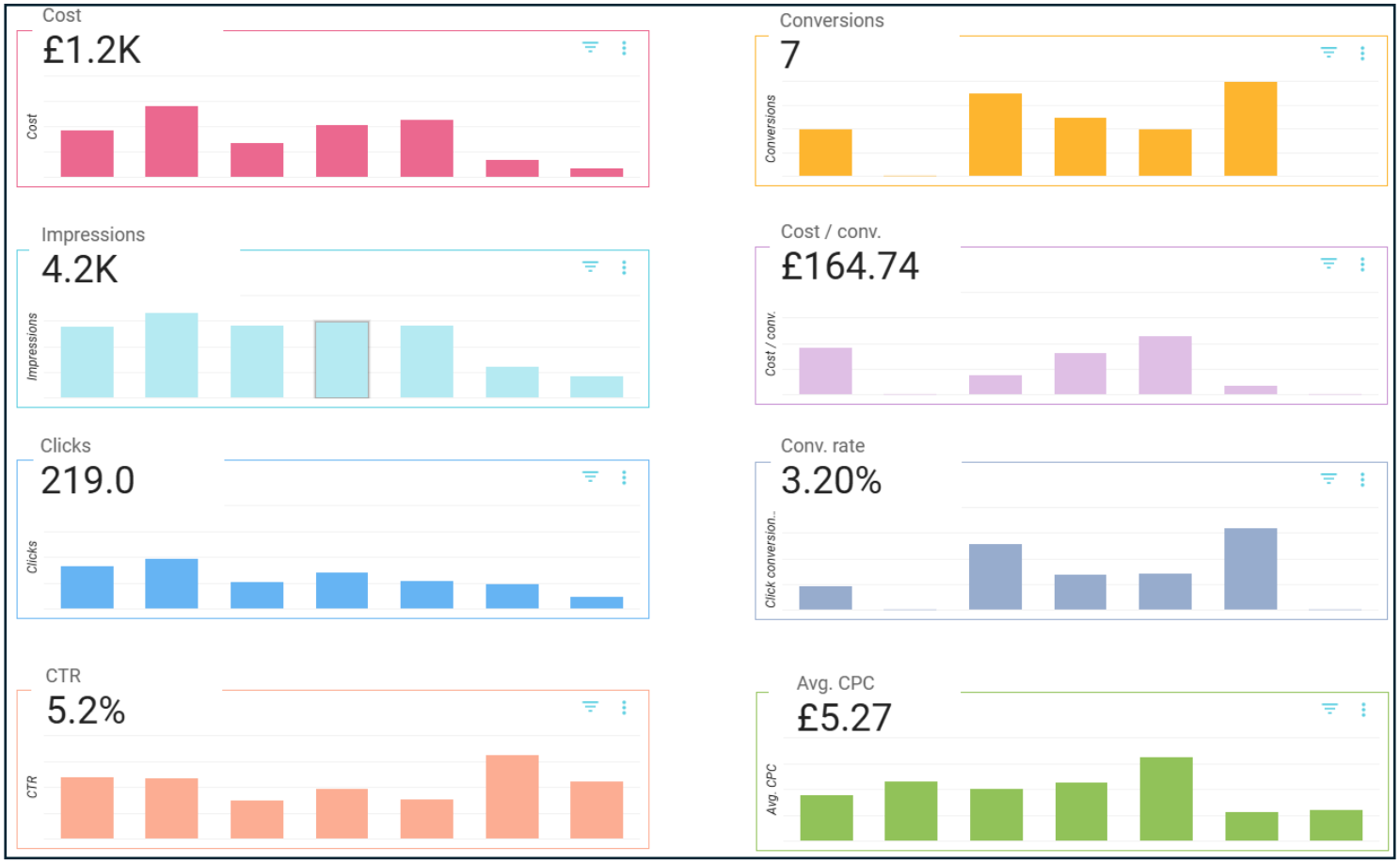
Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	108	21.60	36	72	63.9%	02:30
Abhishek Singh	706	56	11.20	3	53	66.7%	00:59

Note: Hospitality Office data above belongs to Calvin.

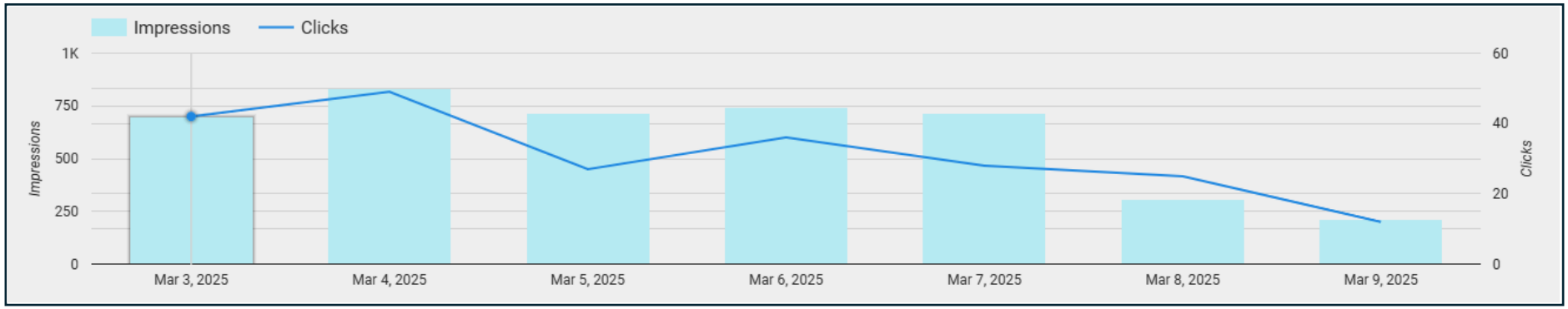
Average calls by Calvin is calculated based on 5 working days and for Abhsihek, it is calculated based on 3 working days for the last week.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

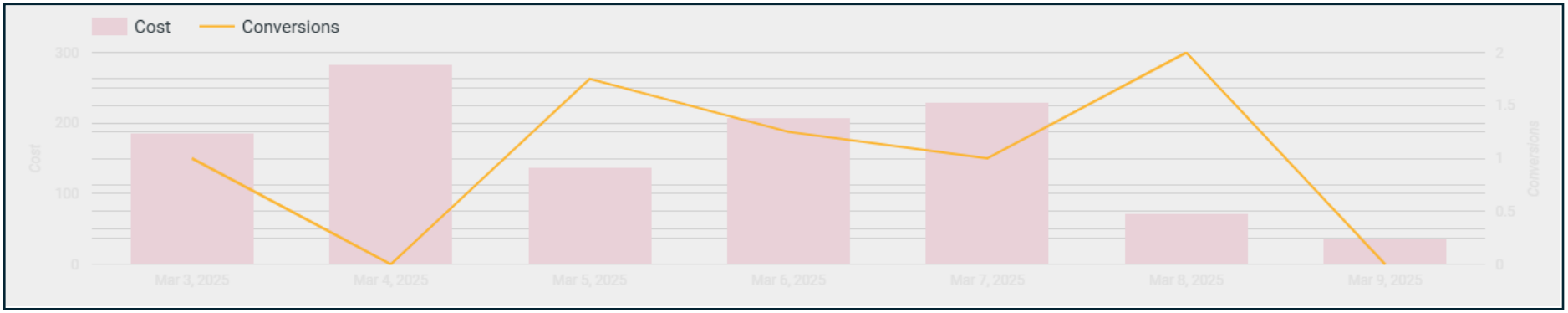
Google Ads
PERFORMANCE METRICS



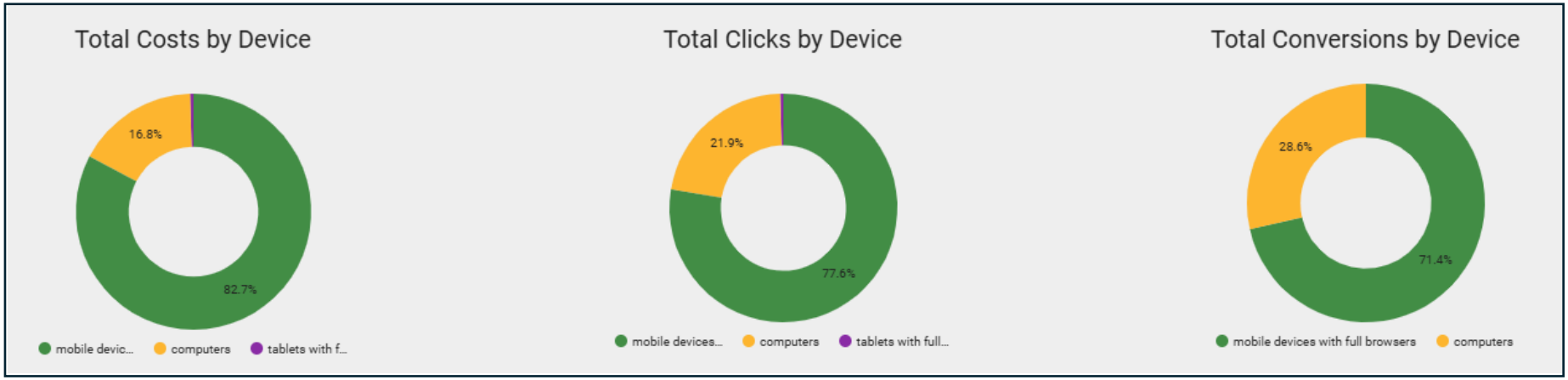
IMPRESSIONS 4.2K ↑ 1,069 & CLICKS 219.0 ↑ 42



CONVERSIONS 7 ↑ 2 vs COSTS £1K ↑ £363.37



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£954	3,174	170	5.36%	£5.61	5	£190.85	2.94%
2.	computers	£194	1,032	48	4.65%	£4.03	2	£96.78	4.17%
3.	tablets with full browsers	£5	13	1	7.69%	£5.41	0	£0	0%
	Grand total	**£1,153**	**4,219**	**219**	**5.19%**	**£5.27**	**7**	**£164.74**	**3.2%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£709	2,501	115	4.6%	£6.17	5	£141.84	4.35%
Hire Services	£251	1,416	80	5.65%	£3.13	1	£250.71	1.25%
Hire Services_UK	£98	134	12	8.96%	£8.13	0	£0	0%
Cleaning Services	£96	168	12	7.14%	£7.97	1	£95.68	8.33%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£1,153**	**4,219**	**219**	**5.19%**	**£5.27**	**7**	**£164.74**	**3.2%**

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

SALES

Promising Leads & Contracts Signed

1. **Sanjay Sathiadas, Khaya Getaways – Signed the contract**
   Estimated Quote amount - **£640 monthly**
   Service requested – Linen Hire Service
   Business - Hotels & Apartments
   Location - Flat B, 429-431 Wick Lane, Bow, E3 2JG
2. **Nicolo Lettieri, Nico Living Properties – Promising Lead**
   Service Requested – Linen Hire
   Business – Stays
   Location - Based in Reading
   Contract sent.
3. **Nina Patricia Niamien, Asael**
   One time Purchase – Bed Linen
   Business – Asael
   Location - 18 Denham, Kirkdale London, SE26 4BE
   Invoice sent
   Invoice amount - **£127.80**

Takeaways

1. Michelle, Domi stay
   BACKGROUND:
   - ✓ Based in Southeast London.
   - ✓ Over 30 beds. Enquired for Linen Hire as well as Laundry for their own linen stock.
   - ✓ Quote amount: £450 per order (Including Hire and Laundry)
   - ✓ Feedback received – Liked the price but still discussing internally to figure out logistics direction as they have their own stock as well when they have enquired for linen hire services too.
2. Lizzy Arscott, Pots for Tots

- ✓ Based in Southeast London - SE26 5AQ.
- ✓ Service Requested – Laundry Only
- ✓ Order request - 40 jackets, 20 tea towels laundry service twice a week
- ✓ Quote sent and reviewed. Happy to proceed with the services if we provide **dry cleaning.**

3. Kizia, Maid in Chelsea
- ✓ Referral Program – Works (Performs cleanings services for her clients) and would like to refer us to her clients/associates for Linen hire services for their property.
- ✓ Status – Conversation ongoing.

4. Sudisha Juggath, Maison Froncois
- ✓ Requirement – One off table linen hire in beige colour (off-white)
- ✓ Quantity – 20 Tablecloths in 90x90 cm

5. Sarah Pullen, Airbnb
- ✓ Based in Central London but looking for deliveries to be made in East London.
- ✓ 5 sets a week.
- ✓ Feedback – Storage issues. Coordinating with her cleaner and landlord to figure out.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **7**

Cost per Conversion to CRM - **£164.74**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£96**
   Leads generated – **1**
2. Hire Ads spent - **£153**
   Leads generated – **1**
3. Laundry Ads spent - **£709**
   Leads generated –

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	6
Cleaning Services	0	0
Laundry Only Services	0	1
Cleaning + Linen Hire	0	0
Linen Purchase	0	1
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**8**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	8	1,741.68
Turnover pack	1	£13,338.00
Electrical Appliance	1	£844.94
Laundry Only	0	£0.00
Cleaning Services	1	168
Hire + Cleaning Services	3	312.6
Premises Rent	1	4,900.00
Total	**15**	**21,305.22**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	29
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	2
Total	**35**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	3
Cleaning Services	0
Laundry Only Services	3
Linen Purchase	1
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	0
GRAND TOTAL	**7**

TENTATIVE SCHEDULE FOR NEXT WEEK (10/02/2025 – 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	10/03/2025	PM SLOT - 12pm-5pm
Ahmad Hassan	Linden House Hotel	Double Sheets - 120 Single Sheets - 120 Pillowcases - 300 Bath towels - 450 Bathmat - 120 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	10/03/2025	PM SLOT - 12pm-5pm
Ibrahim	Afaad Properties	Pillowcase - x8 Double Bed Sheets - x2 Double Duvet Cover - x2 Bath towel - x8 Hand towel - x8 *Cleaner will take these items to the property and dress the rooms etc*	Flat 1 Lavender House, Dairy Farm Place, Queens Road, SE15 2NE	N/A	10/03/2025	AM SLOT 9am - 12pm

Yulia	YBB Rent	Pillowcases x34 **King Size** Duvets Covers x5, Bedsheets x8, **Single** Duvets Covers x10, Bedsheets x2 17 Bath Towels 17 Hand Towels 17 Face Towels 10 Bathmats	Flat 149a, Albert Palace Mansions Lurline Gardens, SW11 4DJ	Delivery & Collection	10/03/2025	AM SLOT 9am - 12pm
Sanjay	Khaya Getaways	**x20 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat B, 429-431 Wick Lane, Bow, E3 2JG	Delivery	10/03/2025	PM SLOT - 12pm-5pm
Steven Wong	Messiah Properties Ltd	**x3 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **Collection also**	9 Lexham Gardens Mews, W8 5JQ	Delivery & Collection	11/03/2025	PM SLOT - 12pm-5pm

Srinivasa	VMR Properties	Single Duvets x4 Single Sheets x1 Double Sheets x2 Pillow Covers x35 Hand Towels x20 BathTowel x20	24 Kelsieway, Ilford, IG6 3BP	Delivery & Collection	11/03/2025	PM SLOT - 12pm-5pm
Nima	Key Bridge Ltd	Collection only - Dirty Linens	76 Neal Street, London, WC2H 9AJ 3 Golders Green Road, London, NW11 8DY	Collection	11/03/2025	PM SLOT - 12pm-5pm
Mostafa Iqbal	London Holiday Rental	**Quantities to be confirmed**	124 Mile End Road, E1 4UN	Delivery & Collection	11/03/2025	PM SLOT - 12pm-5pm

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) ***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***	2 Gladstone Park Gardens, NW2 6JU 84 Harlesden Road, NW10 2BE 140 Clitterhouse Cress, NW2 1DA	Delivery & Collection	12/03/2025	AM SLOT 9am - 12pm
Ahmad Hassan	Linden House Hotel	120 Single Sheets 120 Double Sheets 500 Pillows 500 Towels 150 Bath Mats **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	12/03/2025	PM SLOT - 12pm-5pm

Clarissa Soccenti		**14 Camden High Street, London, NW1 0JH** **25x KING SETS (King Linen Set Hire - Polycotton** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **25x bath mats (polycotton White)** **WESTB** **1 Westbourne Crescent, W2 3DB** **20x King sets 100% Cotton White** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **20x Bath mats, 100% Cotton White**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collection	12/03/2025	AM SLOT 9am - 12pm

Steven Wong	Messiah Properties Ltd	**x3 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x7 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **Also x2 King size bedsheets missed from last week order** **-Collection**	Flat 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG	Delivery & Collection	12/03/2025	AM SLOT 9am - 12pm
Mandy	Wellington Stays	**x15 Double Linen Sets** (x4 PC, x1 DC, x1 BS + x1 HT + x1 BT) *Item requirement is correct, client doesn't need two towels per set for time being*	545 High Road, Leytonstone, E11 4PB	Delivery & Collection	12/03/2025	PM SLOT - 12pm-5pm
Heidi Kampa	La Bibliotheque	**Collection only - Dirty Linens**	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Collection	13/03/2025	PM SLOT - 12pm-5pm
Nima	Key Bridge Ltd	**Collection only - Dirty Linens**	72 Parkway, London, NW1 7AH 253 Royal College Street London, NW1 9LU	Collection	13/03/2025	PM SLOT - 12pm-5pm

Andreea	Voyage Stay	**9 Wigmore Place, W1U 2LS** **4 Super king Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **8 doubles Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **8 bath mats** **55a Palliser Road, W14 9EB** **5 Bathmats**	9 Wigmore Place, W1U 2LS 55a Palliser Road, W14 9EB	Delivery & Collection	13/03/2025	PM SLOT - 12pm-5pm
Blagovesta Kyuchukova	Building Clean London LTD	**Collection only - Dirty Linens**	57-59 Philbeach Gardens,SW5 9EE	Collection	13/03/2025	PM SLOT - 12pm-5pm
Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x50 Double Linen Sets -** (x2 PC, 1DC, 1FS (Fitted Sheet)), 2HT, 2BT **x10 Single Linen Sets -** (x1 PC, 1DC, 1BS, 1 HT, 1 BT**)**	38 Wansey Street, SE17 1JP, London	Delivery & Collection	13/03/2025	PM SLOT - 12pm-5pm
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	14/03/2025	PM SLOT - 12pm-5pm

Steve Cogan	Airbnb	**x15 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) *Second half of order made week commencing 24/02*	26 Arminger Road, W12 7BB	Delivery & Collection	14/03/2025	AM SLOT 9am - 12pm
Pam Nash	Tottenham Abode	**Collection only - Dirty Linens**	26 Roslyn Road, N15 5ET	Collection	14/03/2025	AM SLOT 9am - 12pm
Steven Wong	Messiah Properties Ltd	**x4 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x4 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat 71, Connaught heights, 2 Agnes George Walk, E16 2FR	Delivery & Collection	14/03/2025	AM SLOT 9am - 12pm
Ahmad Hassan	Linden House Hotel	80 Single Sheets 60 Double Sheets 100 Pillows 240 Towels 80 Bath Mats **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	14/03/2025	PM SLOT - 12pm-5pm
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	16/03/2025	AM SLOT 9am - 12pm