londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

07/04/2025 – 13/04/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£32,227.44

TOTAL INVOICES

33

NEW LEADS

10

“ ”

QUOTES SENT

13

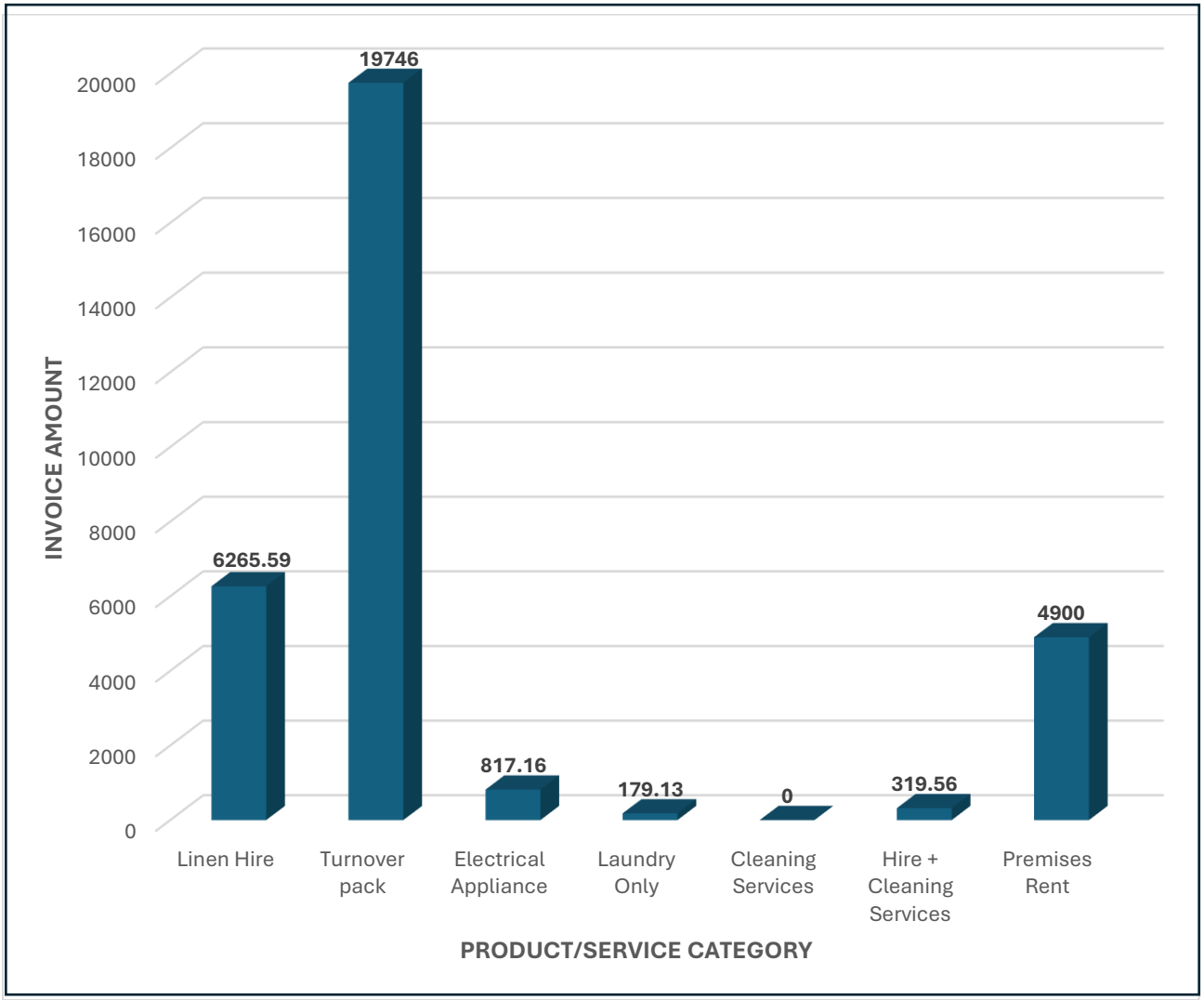
CONVERSIONS

3

ORDERS DELIVERED

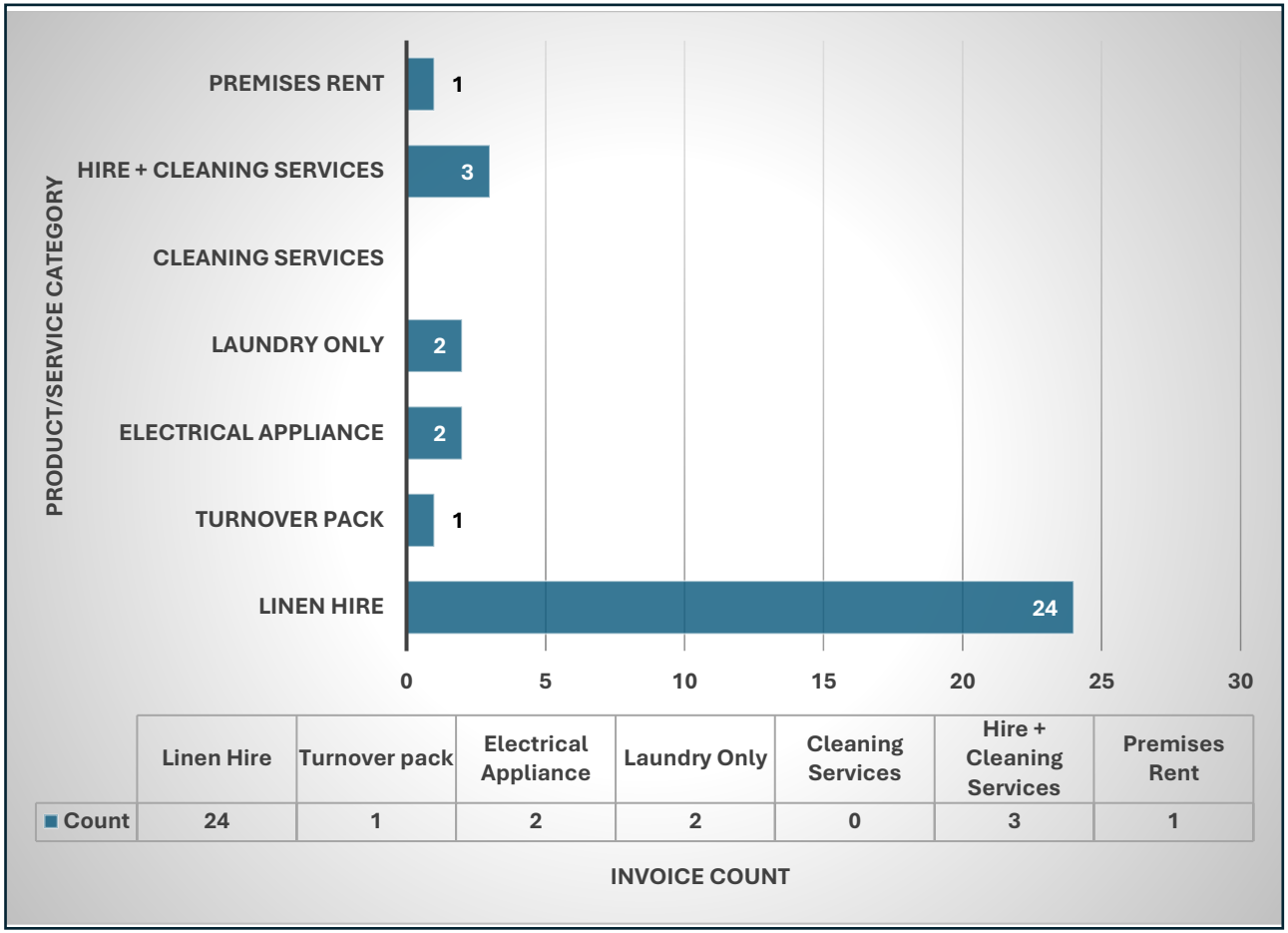
27

DETAILED GLANCE OF SALES – INVOICE AMOUNT



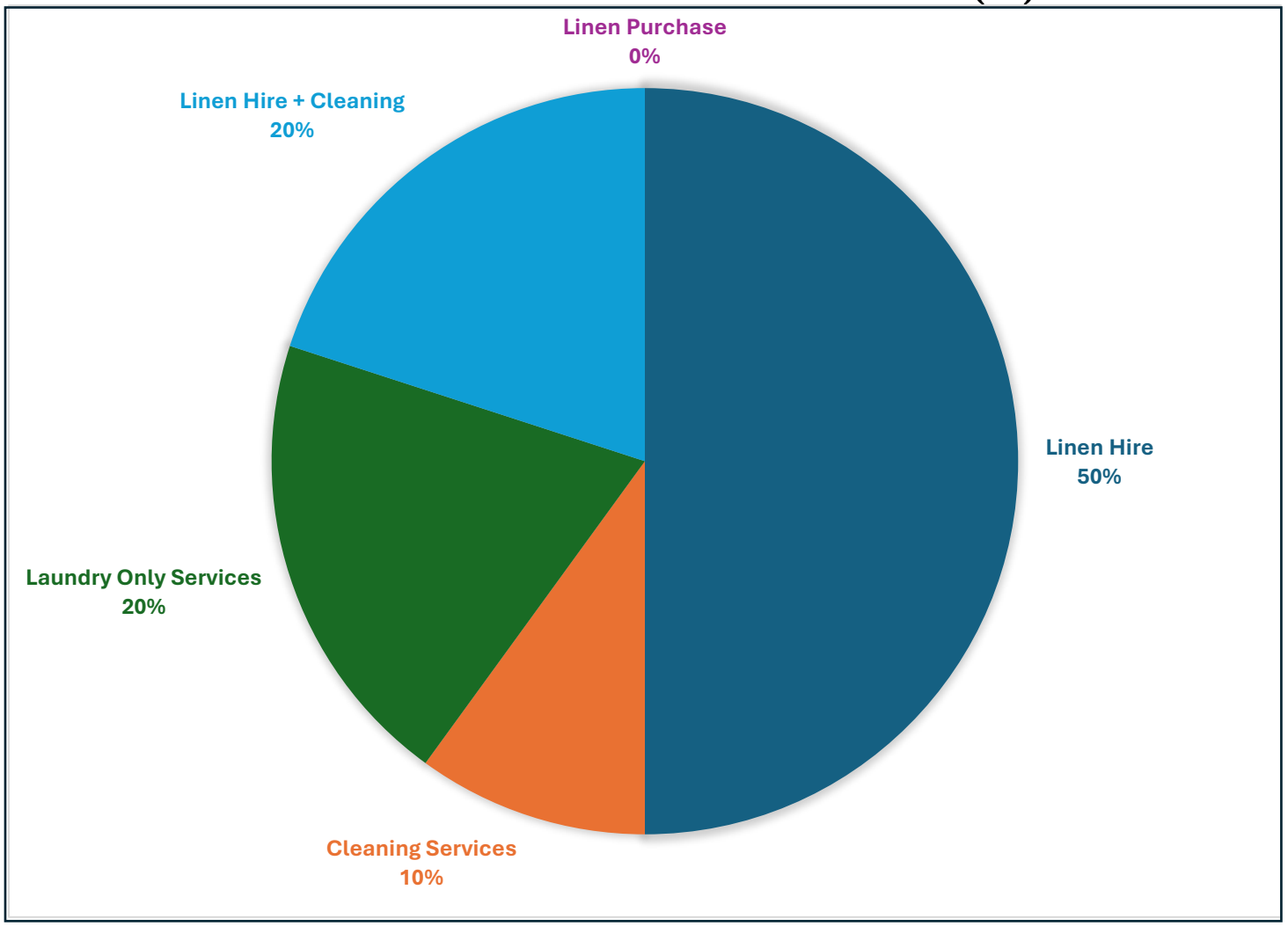
TOTAL AMOUNT: £32,227.44

DETAILED STATISTICS – INVOICE COUNT (33)

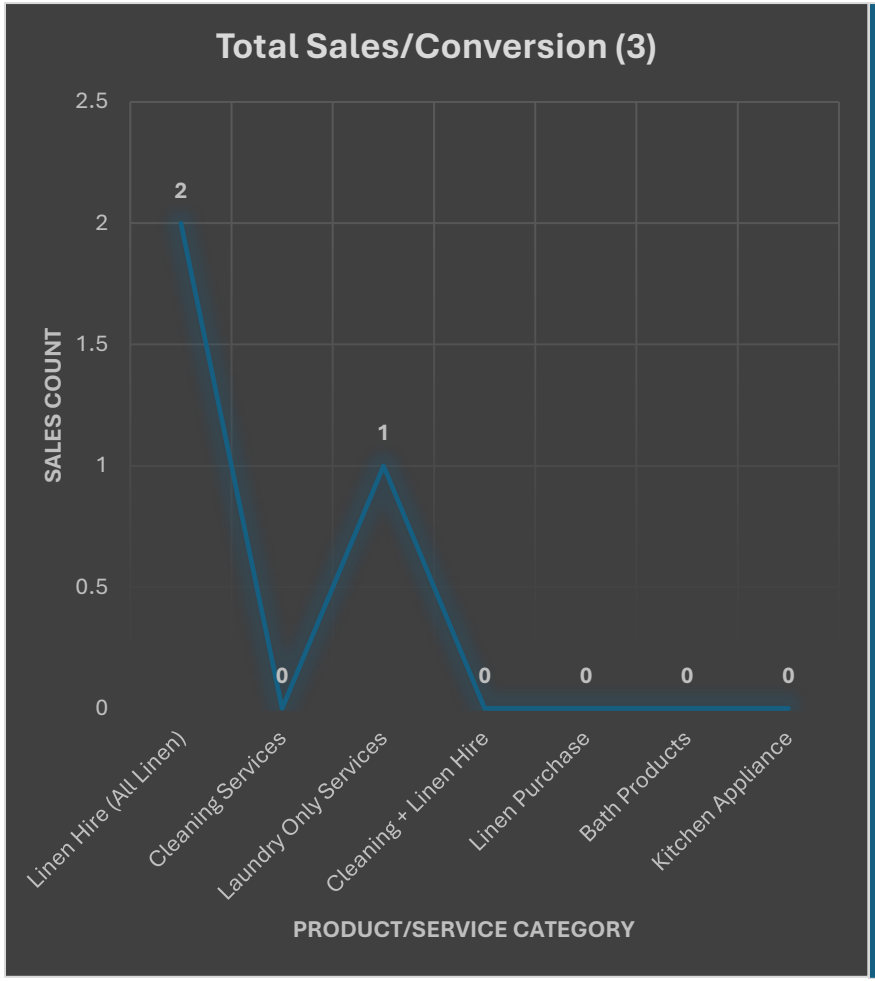


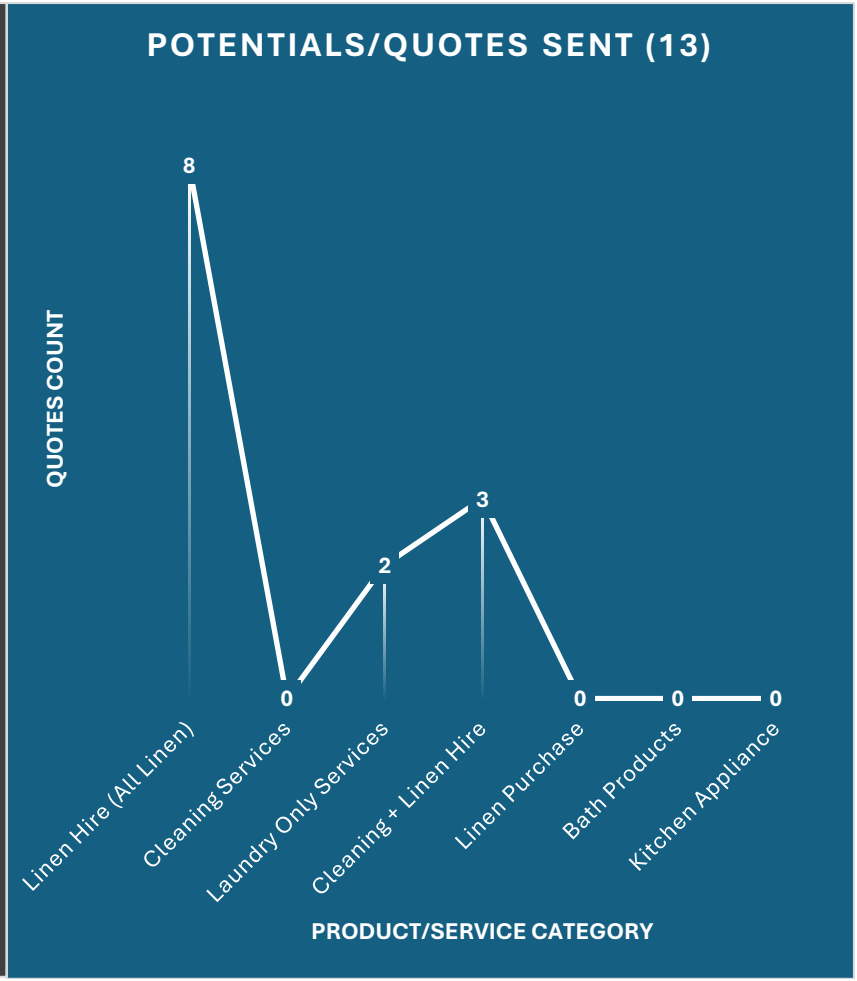
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services	Premises Rent
Count	24	1	2	2	0	3	1

LEADS RECEIVED DURING THE WEEK (10)

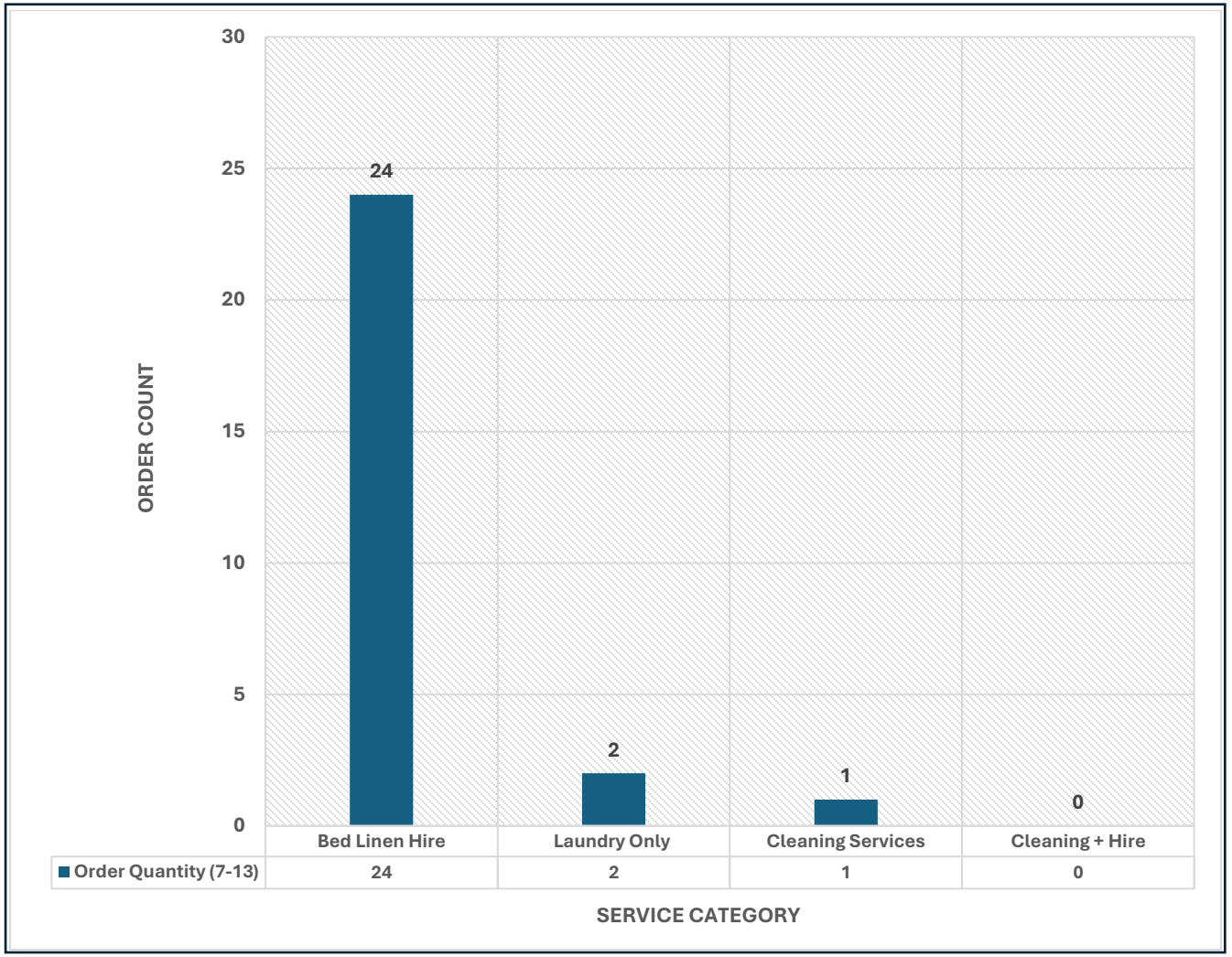


SALES TEAM ACTION





ORDERS DELIVERED DURING THE WEEK (27)

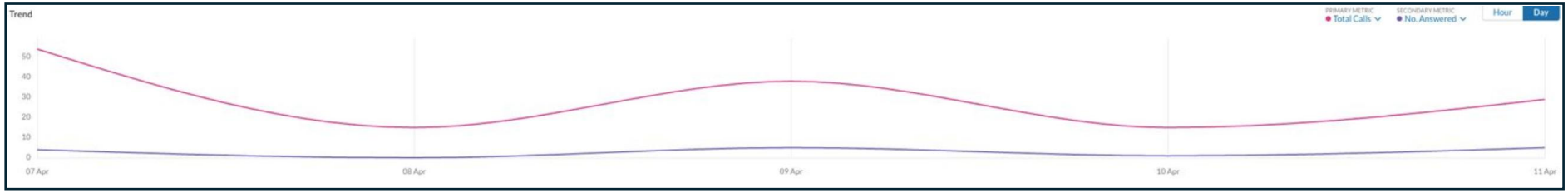


NOTE: Number of clients placed the order **- 18**

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha

Total Calls during 5 working days of the week**: 151** Average calls: Calvin – **22.75 per day**, Suraksha – **30 per day**

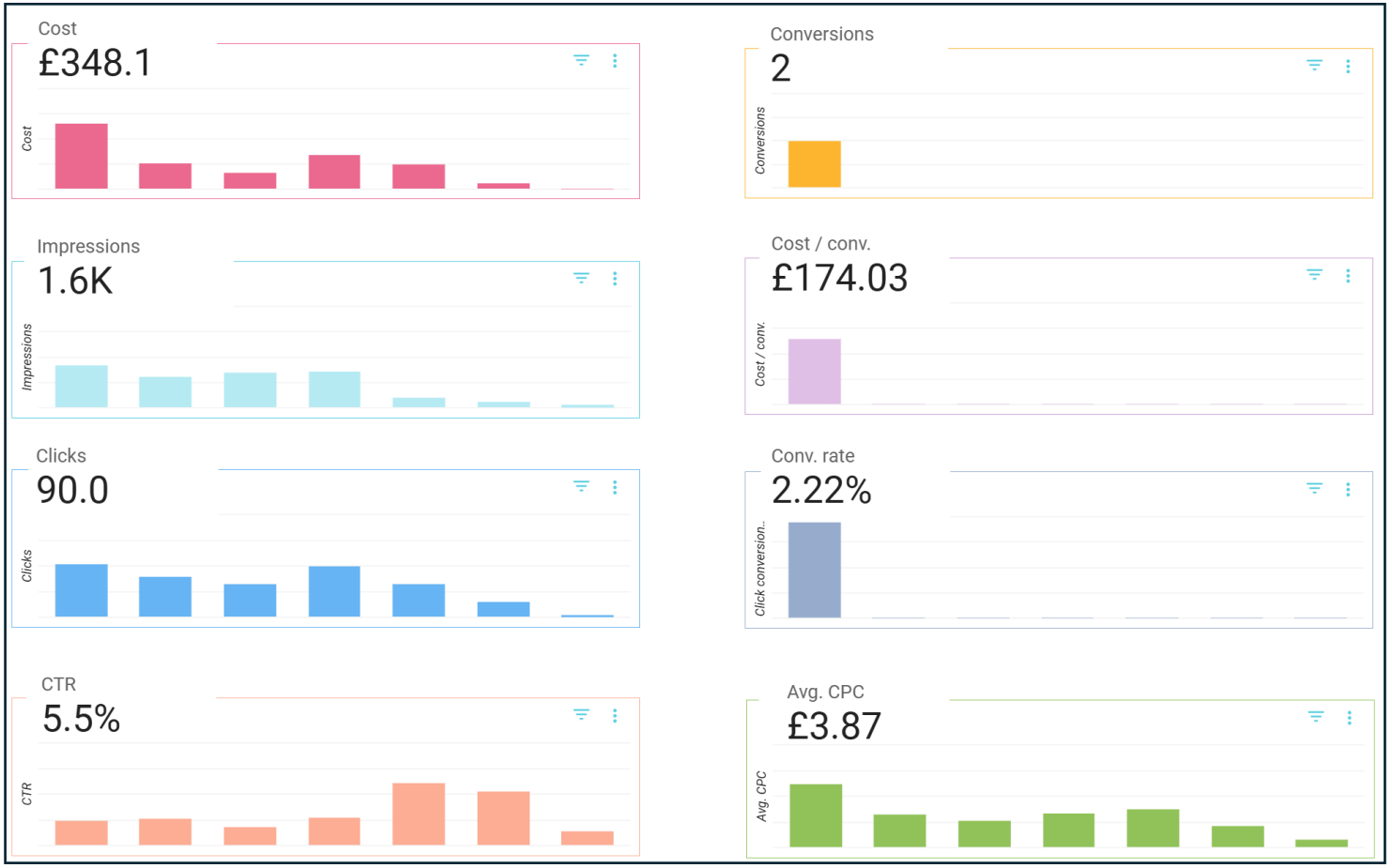


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	91	18.20	43	48	72.1%	02:05
Suraksha Joshua	709	60	12.00	4	56	25.0%	00:39

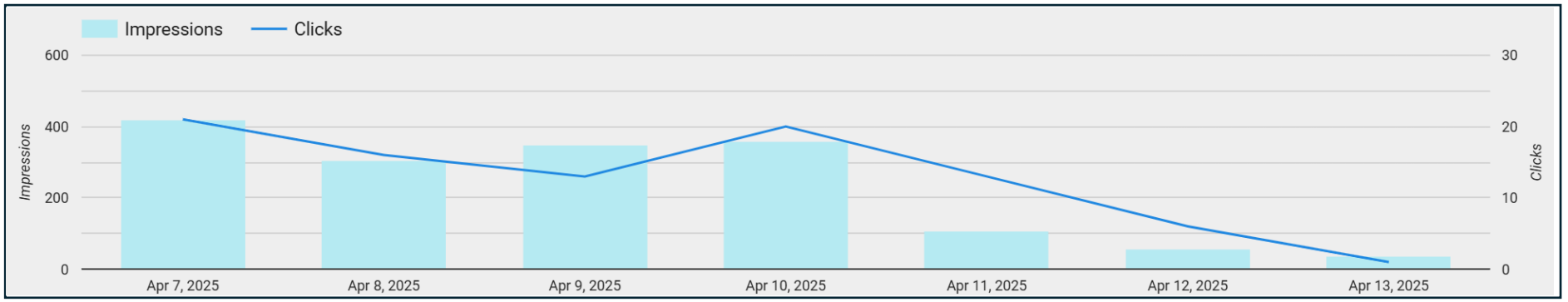
Note: Hospitality Office data above belongs to Calvin.
Average calls by Calvin is calculated based on 4 working days. Tuesday was attended as Field Sales during the week.
Average call by Suraksha is calculated based on 2 working days. Tuesday was attended as Field Sales during the week.
Abhishek is currently on leave.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

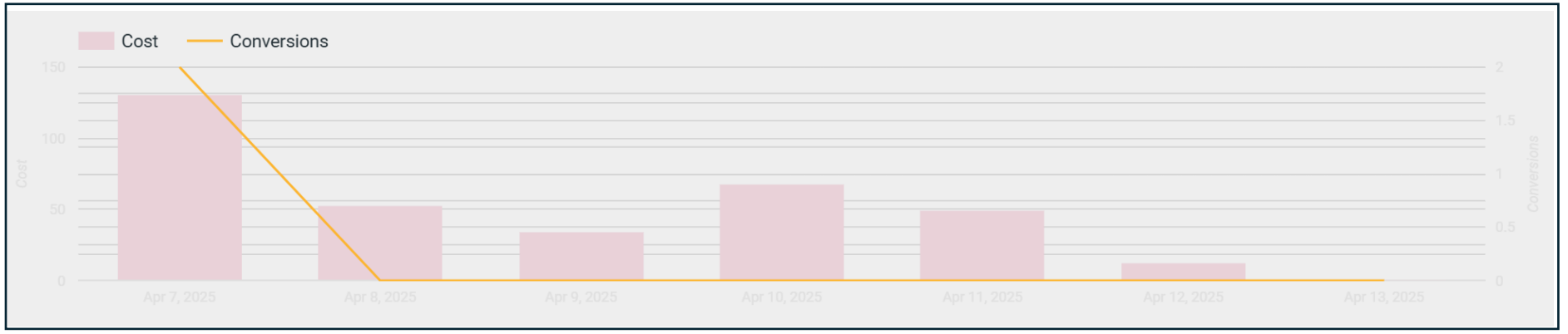
Google Ads
PERFORMANCE METRICS



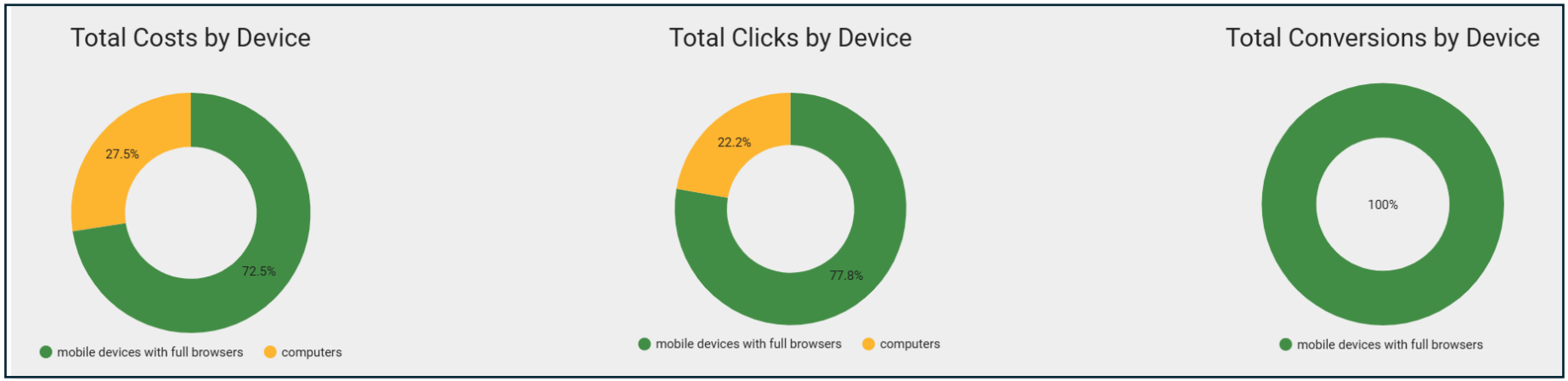
IMPRESSIONS 1.6K -620 & CLICKS 90.0 -36



CONVERSIONS 2 -1 vs COSTS £348 £-101.56



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£252	1,208	70	5.79%	£3.61	2	£126.21	2.86%
2.	computers	£96	422	20	4.74%	£4.78	0	£0	0%
3.	tablets with full browsers	£0	3	0	0%	£0	0	£0	0%
	Grand total	**£348**	**1,633**	**90**	**5.51%**	**£3.87**	**2**	**£174.03**	**2.22%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£172	993	43	4.33%	£4	1	£171.86	2.33%
Hire Services	£70	282	19	6.74%	£3.7	1	£70.34	5.26%
Cleaning Services	£65	229	17	7.42%	£3.81	0	£0	0%
Hire Services_UK	£41	129	11	8.53%	£3.73	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£348**	**1,633**	**90**	**5.51%**	**£3.87**	**2**	**£174.03**	**2.22%**

WEEKS HIGHLIGHT (07/04/2025 – 13/04/2025)

SALES

Promising Leads & Contracts Signed

1. **Corentin, Seeker Estates Ltd – Signed the contract**
   Service requested – Linen Hire
   Estimated Quote amount - **£460 Bi-weekly**
   Business – Real Estate
   Location – Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH

2. **Syed Shah – Signed the contract**
   Service Requested – Linen Hire
   Estimated quote amount - **£308.88 per week**
   Business - 6 Airbnb
   Delivery Location – 51 Kendal Street, W2 2BP

3. **Pankhurst London – Signed the contract**
   Service Requested – Laundry Services
   Estimated quote amount - **£60 per week**
   Collection & Delivery Location - Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair

4. **Seree Kang – Promising Lead**
   Service Requested - Linen Hire + Cleaning services
   Estimated quote amount - **£85 per week**
   Business - Airbnb
   Location – Hammersmith, West London
   Status – Awaiting feedback

5. **Ayesha Azeem, Hotel Pasha – Promising Lead**
   Service Requested - Linen Hire (50 sets per week)

Estimated quote amount - **£386.40 per week**
Business - Hotel
Location – 158 Camberwell Road, Southwark, SE5 0EE
Status – Requested for the samples to check

6. **George Mills – Promising Lead**
   Service Requested – Linen Hire
   Estimated quite amount – **£287.42**
   Business – Airbnb
   Status- Feedback awaited

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **2**
Cost per Conversion to CRM - **£174.03**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£65**
   Leads generated – **0**
2. Hire Ads spent - **£111**
   Leads generated – **1**
3. Laundry Ads spent - **£172**
   Leads generated – **1**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion (7-13)	Potentials/Quotes Sent (7-13)
Linen Hire (All Linen)	2	8
Cleaning Services	0	0
Laundry Only Services	1	2
Cleaning + Linen Hire	0	3
Linen Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**3**	**13**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	24	6265.59
Turnover pack	1	19746
Electrical Appliance	2	817.16
Laundry Only	2	179.13
Cleaning Services	0	0
Hire + Cleaning Services	3	319.56
Premises Rent	1	4900
Total	**33**	**32227.44**

Number of clients placed the order - 18

ORDERS DELIVERED

Category	Order Quantity (7-13)
Bed Linen Hire	24
Laundry Only	2
Cleaning Services	1
Cleaning + Hire	0
Total	**27**

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	5
Cleaning Services	1
Laundry Only Services	2
Linen Hire + Cleaning	2
Linen Purchase	0
GRAND TOTAL	**10**

SALES CALL DATA

Category	Number of Calls (7-13)	Average call/day	Working Days
Calvin	91	22.75	4
Suraksha	60	30.00	2
GRAND TOTAL	**151**	**52.75**	**6**

TENTATIVE SCHEDULE FOR NEXT WEEK (14/04/2025 – 20/04/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day
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	14/04/2025
Elena Ferrara	Magic Stay London	**100 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) ***Client requested extra empty bags so they pack dirty linens easier***	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Delivery & Collection	14/04/2025
Ahmad Hassan	Linden House Hotel	Double Sheets - 60 Single Sheets - 60 Pillowcases - 100 Bath Towels - 400 Bathmat - 80 ***100% Cotton Only - Pack into smaller bags***	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	14/04/2025
Ibrahim	AFAAD PROPERTIES	Pillowcases 8 Double Bedsheets 2 Double Duvet Covers 2 Bath Towels 6 Hand Towels 4 **PROPERTY CLEAN & REDRESSING OF BEDS**	Flat 1 Lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	Delivery & Collection & Cleaning	14/04/2025

Blagovesta Kyuchukova	Building Clean London LTD	**Quantities to be confirmed**	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	14/04/2025
Mostafa Iqbal	London Holiday Rental	PILLOWCASE : 60 DOUBLE DUVET COVER:30 DOUBLE BED SHEET: 30 BATH TOWEL: 80 HAND TOWEL: 10	124 Mile End Road, E1 4UN	Delivery & Collection	15/04/2025
Nicolò Lettieri	Nico Living Properties	**POLYCOTTON RENTAL** **6x SINGLE LINEN SET** (2PC, 1DC, 1BS, 1BT, 1HT) **32x DOUBLE LINEN SET** **(**4PC, 1DC, 1BS, 2BT, 2HT) **14x SUPER KING LINEN SET** (4PC, 1DC, 1BS, 2BT, 2HT)	24 Westall St, Reading, RG2 9RL	Delivery & Collection	15/04/2025

Carol	City Sparrow Apartments	**40 Super King Linen Sets** **15 Single Linen Sets**	278 Saint James Road, Wetons House, London, SE1 5JX	Delivery & Collection	15/04/2025
Lawrence Nicol	N/A	**4x Double Bedsheet** **10x Double Duvet Cover** **4x Single Duvet Cover** **4x Bath Towels**	63 Harold Estate, Pages Walk, London, SE1 4HW	Delivery & Collection	15/04/2025
Gunalan	GK LETTINGS & MANAGEMENT	**28x Double Sets** (4x PC, 1x DC, 1x Bs, 1x HT, 1x BT) **14x Bathmats**	2 Vincent Road, CR0 6ED Croydon		15/04/2025

Syed Shah	Estatesmen Ltd	**ORDER TBC**	51 Kendal Street, W2 2BP	Delivery	15/04/2025
Steven Wong	Messiah Property Ltd	**8 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat 11, 293 Ballards Lane, N12 8NP	Delivery & Collection	16/04/2025
Steven Wong	Messiah Property Ltd	**7 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat 2, 152 Lambeth Rd, SE1 7DF	Delivery & Collection	16/04/2025

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	16/04/2025
Heidi Kampa	La Bibliotheque	**14 x Super King Bedsheets** **14 x Super King Duvet covers** **56 x Pillowcase** **28 x Bath Towels** ***Please include red bags and Laundry bags for deliveries and collections per client request***	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	16/04/2025

Yulia	YBB Rent	**Double Bedsheets 10** **Pillowcases 16** **Double Duvet Covers 10** **Single Duvet Covers 10** **Single Bedsheets 10** **Bath Towels 16** **Hand Towels 6**	Flat 2 (Second floor) 179 Battersea Park Road SW8 4LR	Delivery & Collection	16/04/2025
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) **2 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **8 bathmats**	9 Wigmore Place, W1U 2LS	Delivery & Collection	16/04/2025
Ahmad Hassan	Linden House Hotel	Double Sheets - 60 Single Sheets - 60 Pillowcases - 100 Bath Towels - 400 Bathmat - 80 ***100% Cotton Only - Pack into smaller bags***	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	16/04/2025

Clarissa Soccenti	London Urban Escape Ltd	**14 Camden High Street, London, NW1 0JH** **Quantities to be confirmed** **WESTB** **1 Westbourne Crescent, W2 3DB** **Quantities to be confirmed**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collecton	16/04/2025
Tibor Matta	Airbnb	**50 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	38 Wansey Street, SE17 1JP, London	Delivery & Collecton	17/04/2025

Shane Woods	Leiso Property Ltd	16 Pillowcases 4 King Size Duvet Covers 4 Double Bed Sheets (Flat) 8 Bath Towels 8 Hand Towels 4 Bathmats	114 Warneford Road, HA3 9HY	Delivery & Collecton	17/04/2025
Steven Wong	Messiah Property Ltd	**x5 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x2 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x4 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Flat 71 Connaught Heights, 2 Agnes George Walk, E16 2FR	Delivery & Collecton	17/04/2025
Pam Nash	Tottenham Abode	**26 Roslyn Road, N15 5ET - Delivery Only** x8 Double Duvet Covers x8 Double Bed Sheets x14 Single Duvet Covers x14 Single Bed Sheets x40 Bath Towels x40Hand Towels x26 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 & Collecton	17/04/2025

Steven Wong	Messiah Property Ltd	**5 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **2 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **3 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Basement flat, 69 Marchmont St, WC1N 1AP	Delivery & Collecton	17/04/2025
Blagovesta Kyuchukova	Building Clean London LTD	**Quantities to be confirmed**	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	17/04/2025
Ahmad Hassan	Linden House Hotel	Double Sheets - 60 Single Sheets - 60 Pillowcases - 100 Bath Towels - 400 Bathmat - 80 ***100% Cotton Only - Pack into smaller bags***	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	17/04/2025
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	17/04/2025
Younes Bennani	PTK	**2 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **1 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **1 x Super King Linen Set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **PROPERTY CLEAN & DRESSING OF BEDS**	10 Mossford Street, Bow, London E3 4TH	Delivery & Collection & Cleaning	19/04/2025

Ibrahim	Afaad Properties	Pillowcases - 8 Double Bedsheets - 3 Double Duvet Covers - 3 Bath Towels - 6 Hand Towels - 4	Flat 1 Lavender Hse, Dairy Farm Place, Queens Rd, SE15 2NE	Delivery & Collection & Cleaning	19/04/2025
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	20/04/2025