londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

14/04/2025 – 20/04/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£30,798.03

TOTAL INVOICES

28

NEW LEADS

7

QUOTES SENT

7

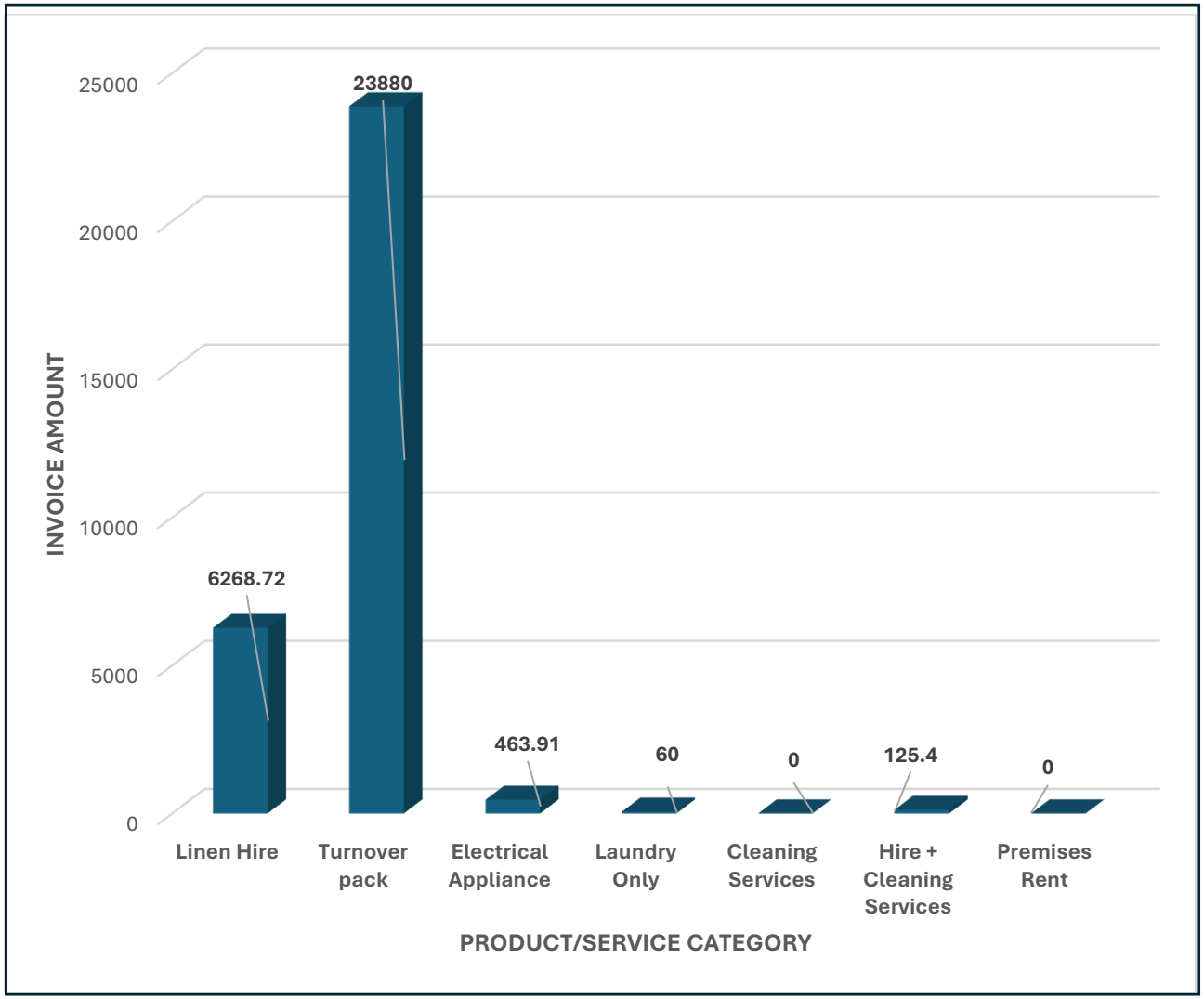
CONVERSIONS

0

ORDERS DELIVERED

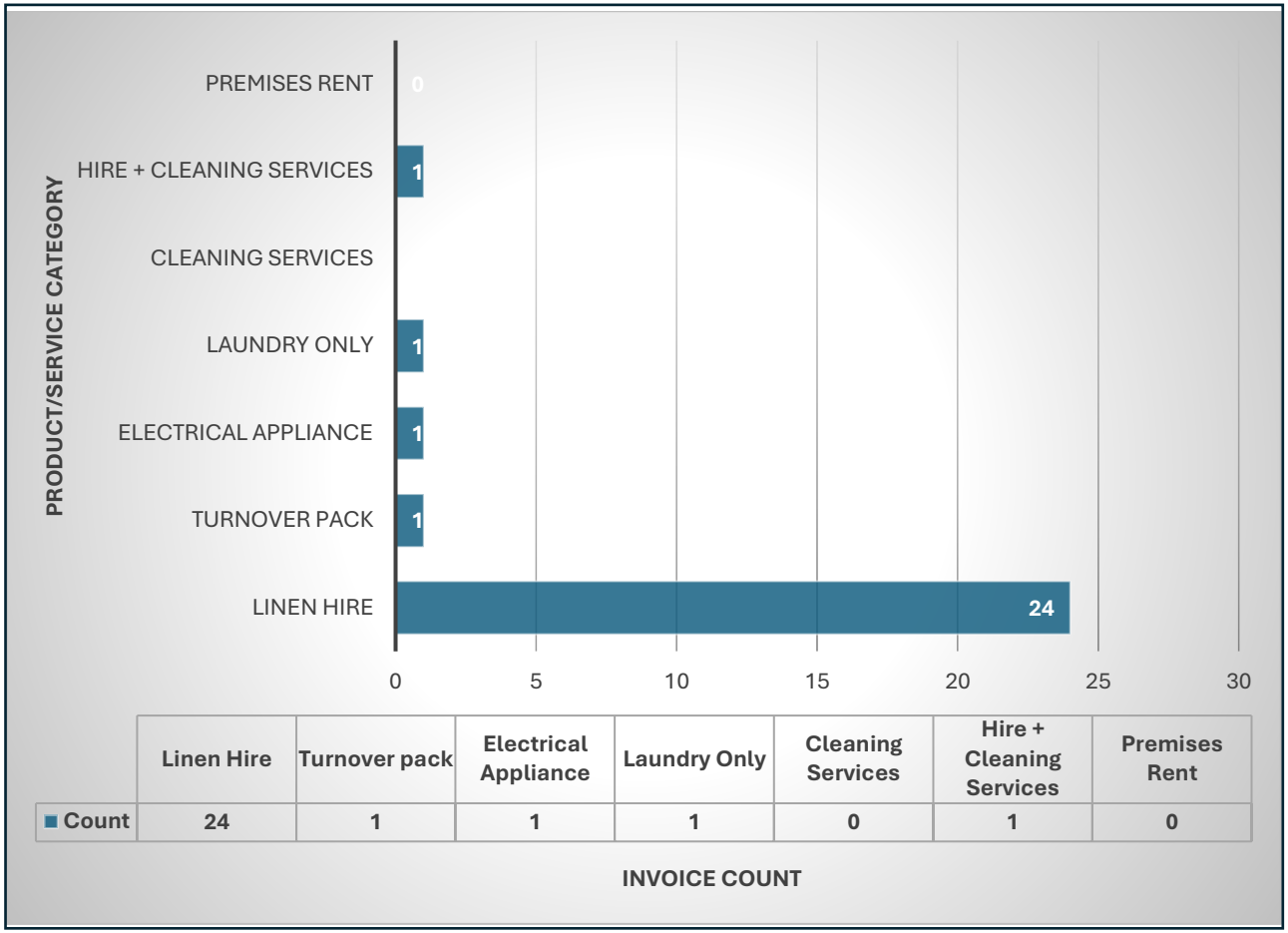
29

DETAILED GLANCE OF SALES – INVOICE AMOUNT



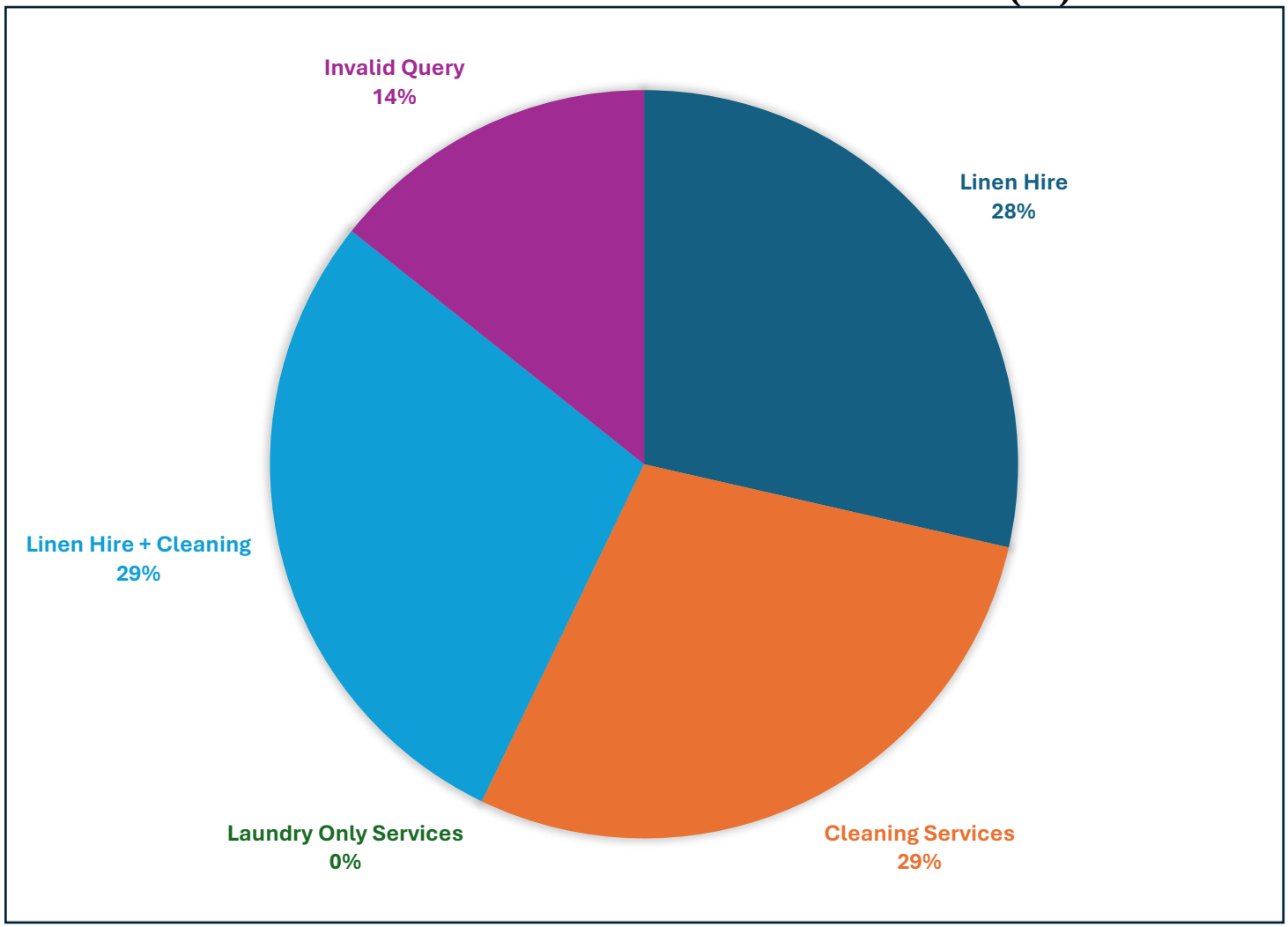
TOTAL AMOUNT: £30,798.03

DETAILED STATISTICS – INVOICE COUNT (28)

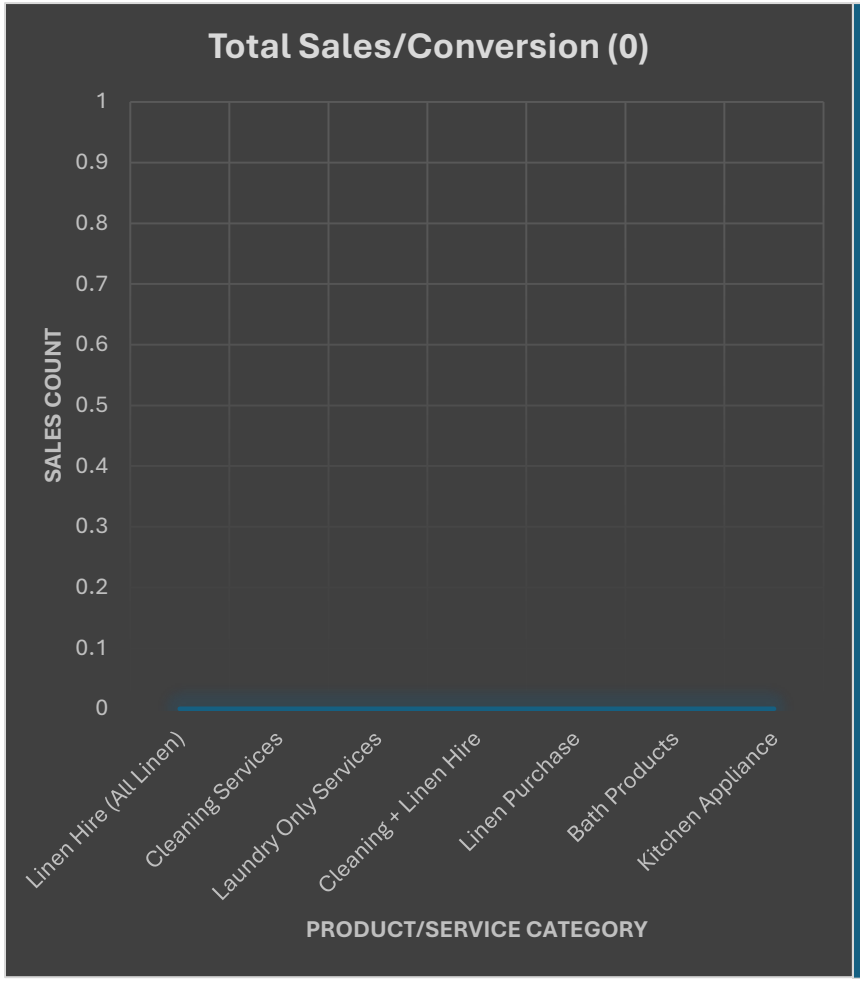


	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services	Premises Rent
Count	24	1	1	1	0	1	0

LEADS RECEIVED DURING THE WEEK (07)

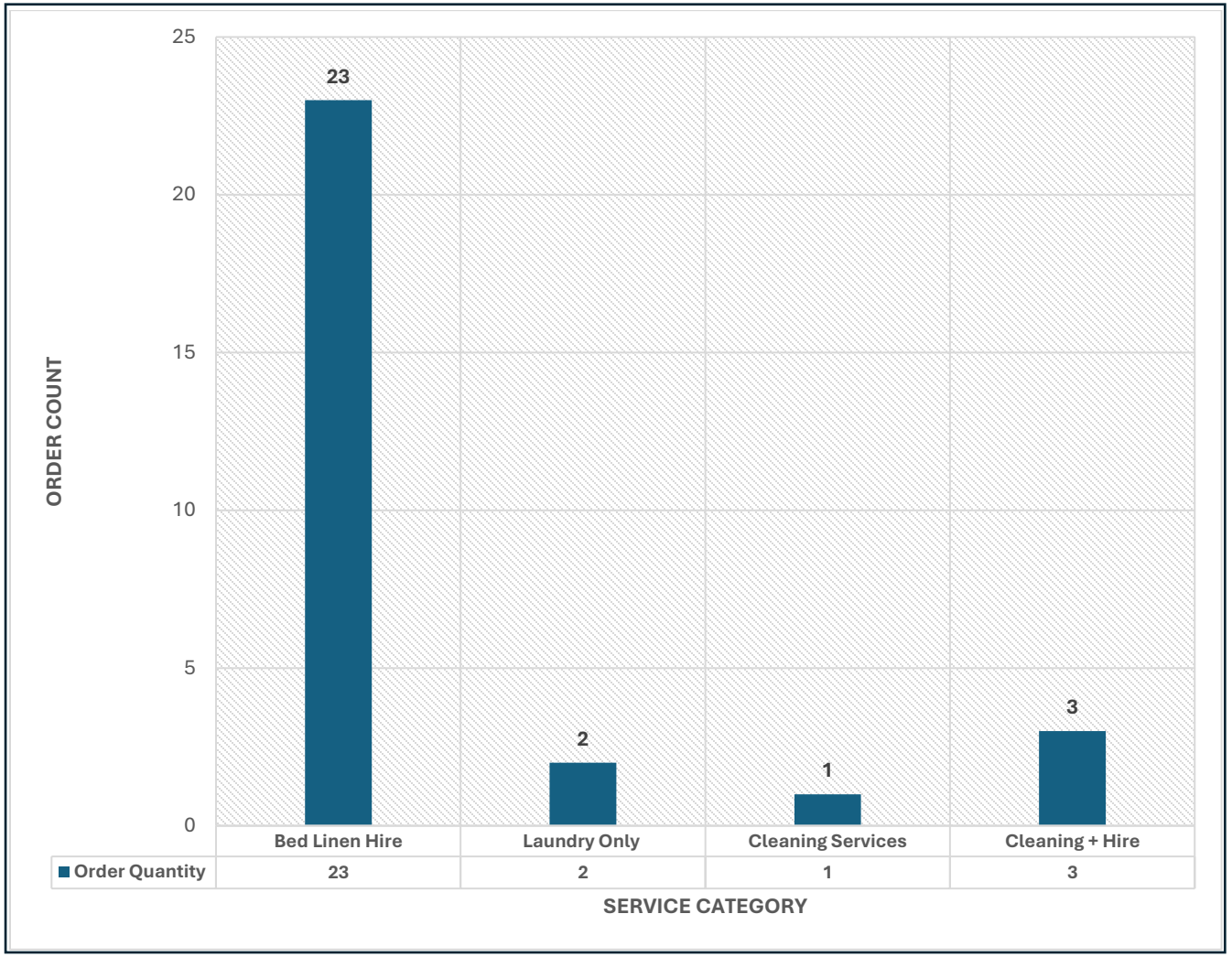


SALES TEAM ACTION





ORDERS DELIVERED DURING THE WEEK (29)

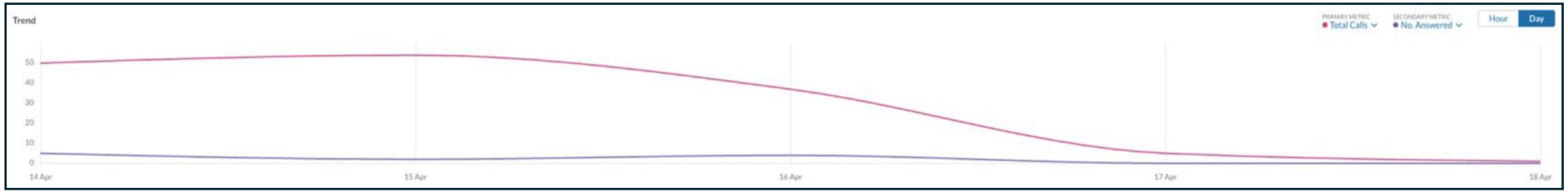


NOTE: Number of clients placed the order **- 21**

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha

Total Calls during 5 working days of the week**: 147** Average calls: Calvin – **10 per day**, Suraksha – **53.50 per day**



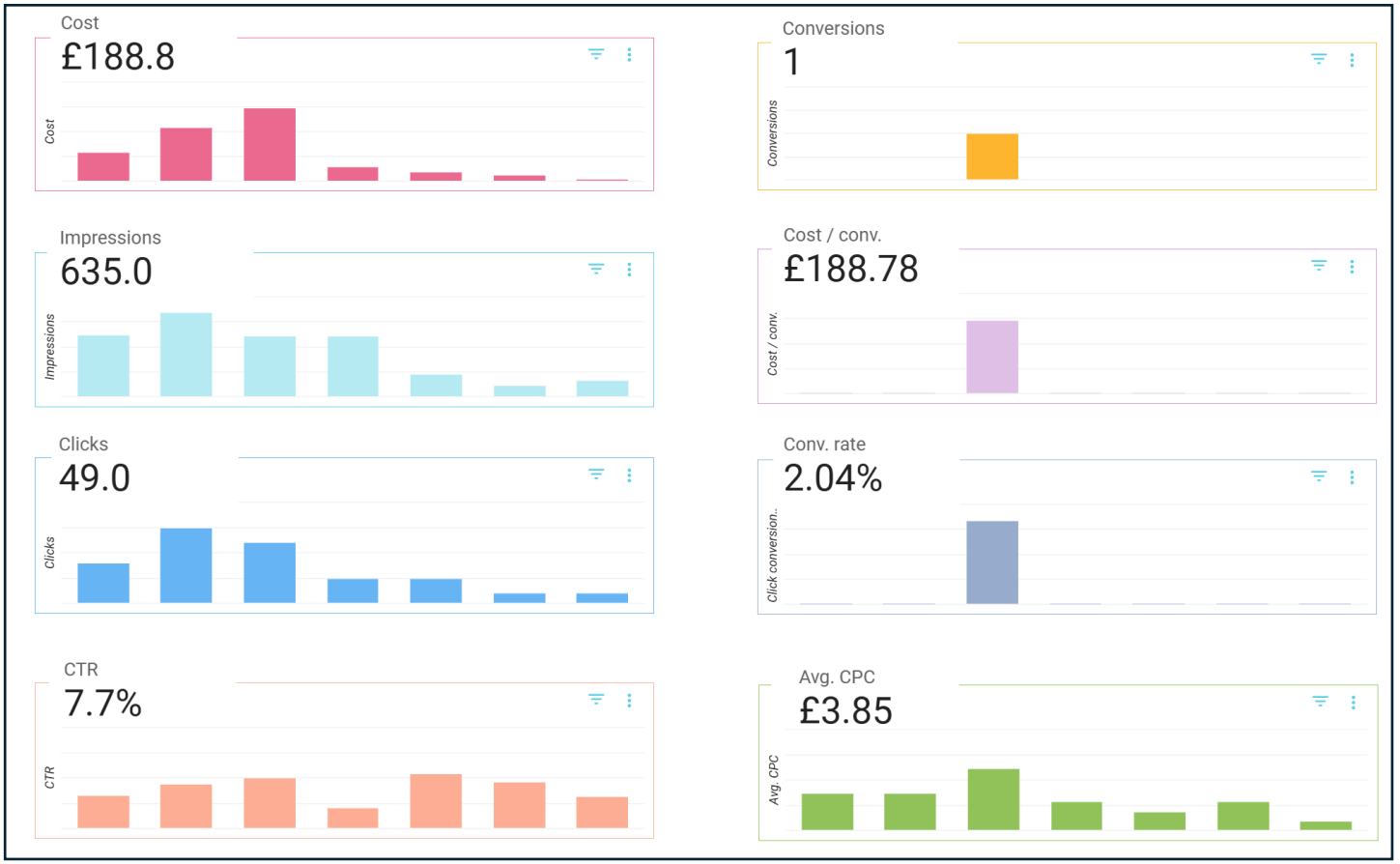
Users Select Columns Total 2 Users Show: 100

Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	40	8.00	9	31	55.6%	01:14
Suraksha Joshua	709	107	21.40	11	96	36.4%	00:33

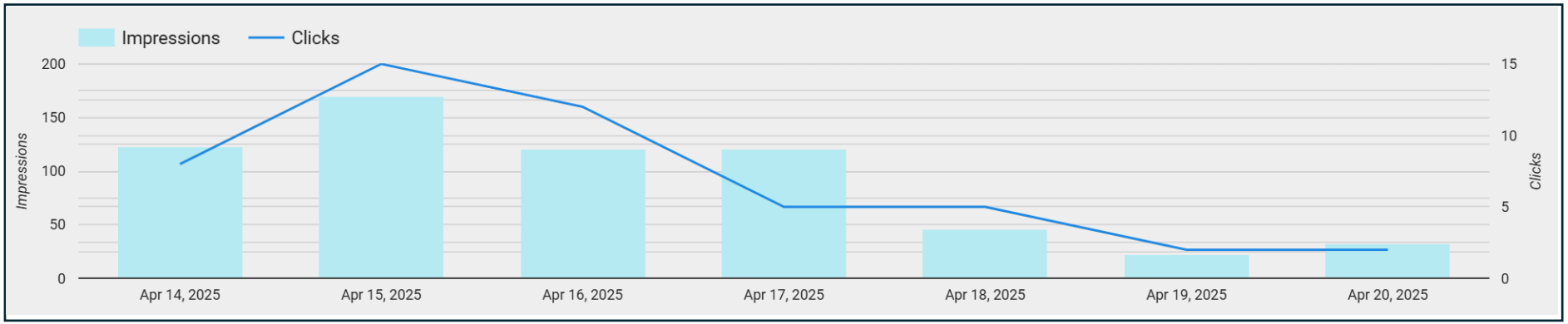
Note: Hospitality Office data above belongs to Calvin.
Average calls by Calvin is calculated based on 4 working days.
Average call by Suraksha is calculated based on 2 working days.
Abhishek on leaves during the week.
Technical issues exist with BT since Wednesday. It was down the entire two days!

MARKETING PAID AD PERFORMANCE DURING THE WEEK

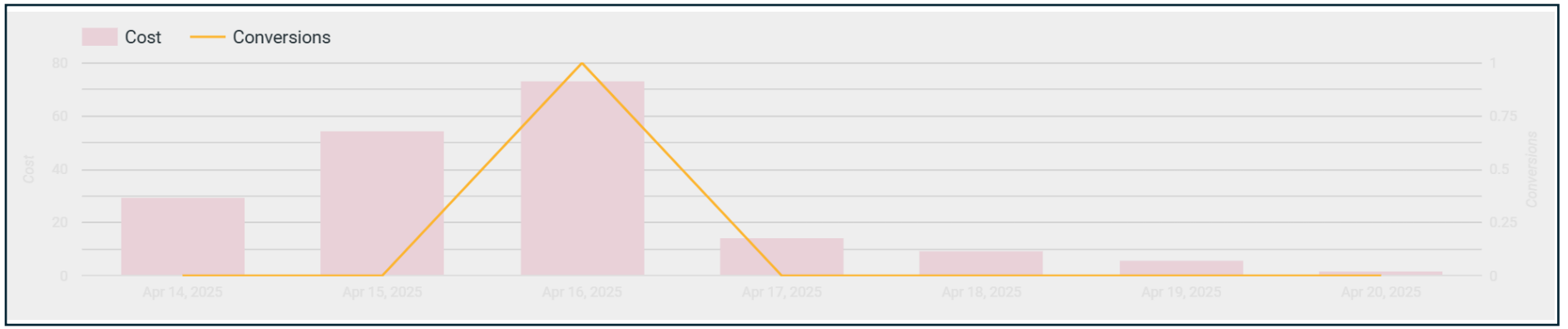
Google Ads
PERFORMANCE METRICS



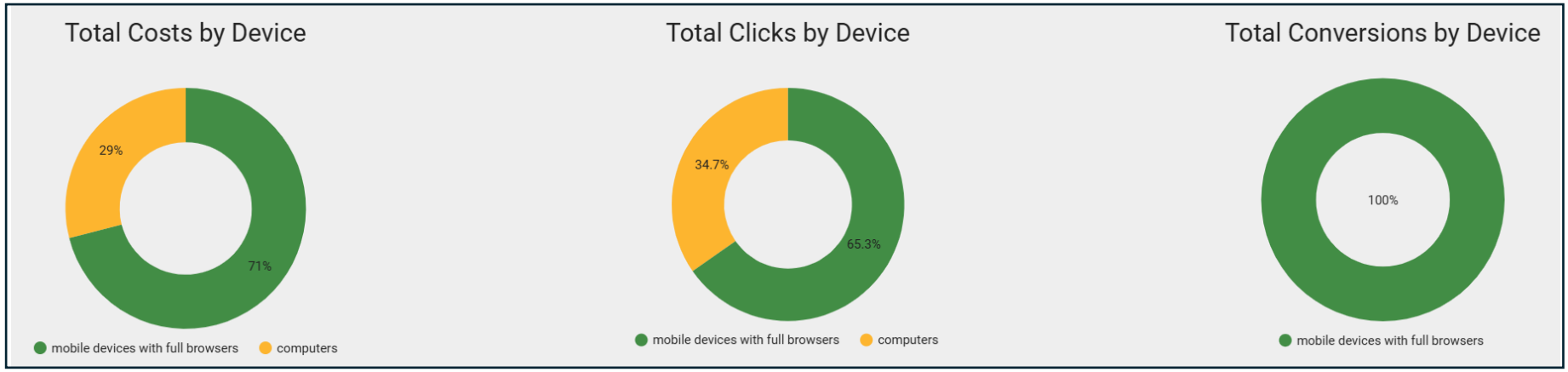
IMPRESSIONS 635.0 -998 & CLICKS 49.0 -41



CONVERSIONS 1 -1 vs COSTS £189 £-159.27



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£134	460	32	6.96%	£4.19	1	£134.09	3.13%
2.	computers	£55	174	17	9.77%	£3.22	0	£0	0%
3.	tablets with full browsers	£0	1	0	0%	£0	0	£0	0%
	Grand total	**£189**	**635**	**49**	**7.72%**	**£3.85**	**1**	**£188.78**	**2.04%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£105	368	22	5.98%	£4.75	1	£104.52	4.55%
Cleaning Services	£63	175	22	12.57%	£2.87	0	£0	0%
Hire Services_UK	£21	92	5	5.43%	£4.22	0	£0	0%
Laundry Services	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£189**	**635**	**49**	**7.72%**	**£3.85**	**1**	**£188.78**	**2.04%**

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

SALES

Promising Leads & Contracts Signed

1. **George Mills – Promising Lead**
   Service requested – Linen Hire
   Estimated Quote amount - **£287 per order**
   Business – Airbnb
   Location – West London
   Status – Warehouse visit is to be scheduled.

2. **Charlotte Knapp – Promising Lead**
   Service Requested – Linen Hire (Napkin)
   Estimated quote amount - **£81.30 per week**
   Business – For personal use: Wedding on 13th June 2025
   Status - They would like to go ahead but the quantity looks low.

3. **Alex Manville Hales – Still Chasing**
   Service Requested – Linen Hire + Cleaning services
   Estimated quote amount - **£632 per order**
   Delivery Location – 6 properties based in London
   Status – Feedback awaited. No response received so far.

4. **Babak Ardakani – Promising Lead**
   Service Requested - Linen Hire
   Estimated quote amount - **£85 per week**
   Business - Airbnb
   Location – Hammersmith, West London
   Status – Matched price on his request and currently chasing to close the deal. Also, samples to be sent.

5. **Natalie Emmerson – Promising Lead**
   Service Requested – Commercial Cleaning + Linen Hire

Estimated quote amount - **£208.74 per order**
Business - Airbnb property
Location – 8 Broxash Road London SW11 6AB
Status – Happy to go ahead. Waiting for contract details

6. **Florence Creffield – LAUNDRY SERVICE**
   Service Requested – Laundry
   Estimated quote amount – **£180 per order**
   Business – Restaurant/Cafe
   Feedback – Opted for another provider who could rent aprons instead.

7. **Brandon J. Ilsley – LAUNDRY SERVICE**
   Service Requested – Laundry
   Estimated quote amount – **£75 per order**
   Business – Law Firm - Morgan, Lewis & Bockius UK LLP
   Feedback – Found the laundry prices quite high.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **1**
Cost per Conversion to CRM - **£188.78**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£63**
   Leads generated – **0**
2. Hire Ads spent - **£126**
   Leads generated – **1**
3. Laundry Ads spent - **£0**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

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

INVOICE DETAILS

Category	Count	Amount
Linen Hire	24	6268.72
Turnover pack	1	23880
Electrical Appliance	1	463.91
Laundry Only	1	60
Cleaning Services	0	0
Hire + Cleaning Services	1	125.4
Premises Rent	0	0
Total	**28**	**30798.03**

Number of clients placed the order - 21

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	23
Laundry Only	2
Cleaning Services	1
Cleaning + Hire	3
Total	**29**

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	2
Cleaning Services	2
Laundry Only Services	0
Linen Hire + Cleaning	2
Invalid Query	1
GRAND TOTAL	**7**

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	40	10.00	4
Suraksha	107	53.50	2
GRAND TOTAL	**147**	**63.50**	**6**

TENTATIVE SCHEDULE FOR NEXT WEEK (22/04/2025 – 27/04/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day
Sean Devereux	Devereux Residences	**20 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Big Yellow Storage, 71 Townmead Road, SW6 2ST	Delivery & Collection	22/04/2025
Steven Wong	Messiah Property Ltd	**5 Kings 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) **5 Bathmats** **5 Mini toiletries** ***1 double set replacement from last delivery***	9 Lexham Gardens Mews, W8 5JQ	Delivery & Collection	22/04/2025
Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x200 Pillowcases x400 Bathtowel x100 Bathmats ***100% Cotton Only - Pack into smaller bags***	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	22/04/2025
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	22/04/2025

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	22/04/2025
Blagovesta Kyuchukova	Building Clean London LTD	**14 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10 Bathmats** **10 Kitchen towels**	244 Wimbledon Park Road SW18 5RL	Delivery & Collection	22/04/2025
Srinivasa	VMR Properties	Single Covers : 10 Single Duvets. : 12 Double Sheets : 6 Duvets Covers : 4 Pillow Covers : 32 Hand Towels : 10 Towels : 10 ***Client to collect from warehouse***	VMR Properties, 24 Kelsieway, Ilford, IG6 3BP	Collection	22/04/2025

Mina Shiraze	Airbnb / Guest Houses	**140 Clitterhouse – 9 Double Bed Linen Sets** (x2 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	23/04/2025
Clarissa Soccenti	London Urban Escape Ltd	**14 Camden High Street, London, NW1 0JH** **15 King Linen Sets (Polycotton)** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **15 Bathmats (Polycotton)** **WESTB** **1 Westbourne Crescent, W2 3DB** **15 King Linen Sets (100% Cotton)** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **15 Bathmats (100% Cotton)**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collecton	23/04/2025

Hasan Zyed	Shaz and Co Limited	**12x Double Duvet Cover** **12x Double Bedsheet** **FABRIC - Polycotton**	135 Praed street London, W2 1RL	Delivery & Collection	23/04/2025
Steven Wong	Messiah Property Ltd	**8 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	2507 Maine Tower, 9 Harbour way, E14 9DN	Delivery & Collection	23/04/2025
Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x200 Pillowcases x400 Bathtowel x100 Bathmats ***100% Cotton Only - Pack into smaller bags***	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	23/04/2025
Steve Cogan	Airbnb	**30 x King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10 x Super King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **20 x Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	26 Arminger Road, London, W12 7BB	Delivery & Collection	23/04/2025

Heidi Kampa	La Bibliotheque	**16 x Super King Duvet Covers** **5 x Super King bed sheets** **25 x Bath towels** **50 x Pillow cases** ***Please include red bags and Laundry bags for deliveries and collections per client request***	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	23/04/2025
Jennifer Atienza	Pankhurst London	**Laundry Only - 50 Hand Towels to collect**	Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU	Delivery & Collection	24/04/2025

Pam Nash	Tottenham Abode	**26 Roslyn Road, N15 5ET - Delivery & Collection** **x2 Double Linen Sets** (x2 PC, x1 BS, x1 DC) **x12 Singles Linen Sets** (x1 PC, x1 BS, x1 DC) **18 Dunloe Avenue, London, N17 6LA** **x4 Single Linen Sets** (x1 PC, x1 BS, x1 DC) **x10 Double Linen Set** (x2 PC, x1 BS, x1 DC)	26 Roslyn Road, N15 5ET **Delivery & Collection** 18 Dunloe Avenue, London, N17 6LA **Delivery & Collection**	Delivery & Collecton	24/04/2025
Mostafa Iqbal	London Holiday Rental	**PILLOWCASE : 60** **DOUBLE DUVET COVER: 30** **DOUBLE BED SHEET: 30** **BATH TOWEL: 80** **Hand Towel : 20**	124 Mile End Road	Delivery & Collection	24/04/2025

Steven Wong	Messiah Property Ltd	**7 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **2 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x1 HT, x1 BT) **7 Mini toiletries set** **7 Bathmats**	Flat 1, 26 Lupus street, SWIV 3DZ	Delivery & Collection	24/04/2025
Steven Wong	Messiah Property Ltd	**4 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **8 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x1 HT, x1 BT)	161A Brook Drive, SE11 4TG	Delivery & Collection	24/04/2025
Blagovesta Kyuchukova	Building Clean London LTD	**8x Super King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **80x King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10x Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **30 Bathmats** **30 Kitchen towels**	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	24/04/2025
Tibor Matta	Airbnb	**50 Double Linen Sets** **(x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)** **10 Single Linen Sets** **(x1 PC, x1 DC, x1 BS, x1 HT, x1 BT)**	38 Wansey Street, SE17 1JP, London	Delivery & Collection	24/04/2025
Steven Wong	Messiah Property Ltd	**3 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **8 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Flat 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG	Delivery & Collection	25/04/2025

Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x200 Pillowcases x400 Bathtowel x100 Bathmats ***100% Cotton Only - Pack into smaller bags***	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	25/04/2025
Mehedi Hasan	Westeen Properties	**x25 Double Sheet** **x25 Double Duvet Cover** **x40 Pillowcases** **x50 Bath Towel**	7A Mile End Road, E1 4TP	Delivery & Collection	25/04/2025
Andrea	Voyage Stay	**x5 King size set** **x5 bath mats**	80A St Johns Wood High Street, NW8 7SH	Delivery & Collection	25/04/2025
Andrea	Voyage Stay	**x5 King size set** **x2 Single set** **x5 bath mats** **+ Return of cleaned kitchen towels**	55A Palliser Road, W14 9EB	Delivery & Collection	25/04/2025
Pass the Keys	Pass the Keys	**100% Cotton** **Single Bedsheet 2** **Double Bedsheet 1** **Super King Bedsheet 1** **Pillowcases 12** **Single Duvet Cover. 2** **Double Duvet Cover 1** **Super king duvet cover 1** **Hand Towel. 6** **Bath Towel. 6**		Delivery & Collection	25/04/2025

Corentin Muller	Seeker Estates Ltd	**50x Double Linen Set (4x PC, 1x DC, 1x BS 2x BT, 2x HT, 1x BM) POLYCOTTON**	Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH	Delivery & Collection	25/04/2025
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	25/04/2025
Pass the Keys	Pass the Keys	**100% Cotton Single Bedsheet 2 Double Bedsheet 1 Super King Bedsheet 1 Pillowcases 12 Single Duvet Cover. 2 Double Duvet Cover 1 Super king duvet cover 1 Hand Towel. 6 Bath Towel. 6**		Delivery & Collection	27/04/2025
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	27/04/2025