londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

28/04/2025 – 04/05/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£45,928.58



TOTAL INVOICES

40



NEW LEADS

4

“ ”

QUOTES SENT

8



CONVERSIONS

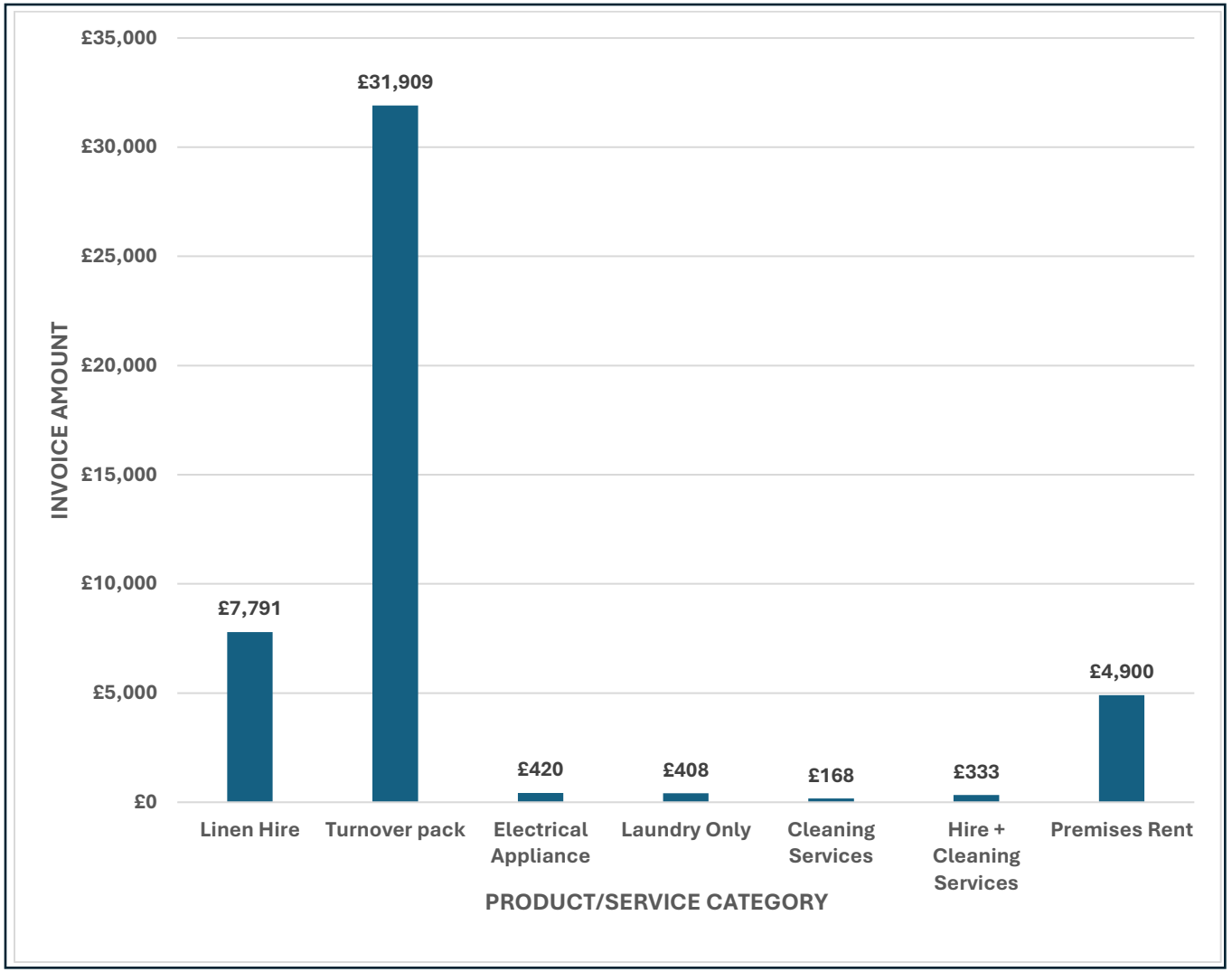
0



ORDERS DELIVERED

28

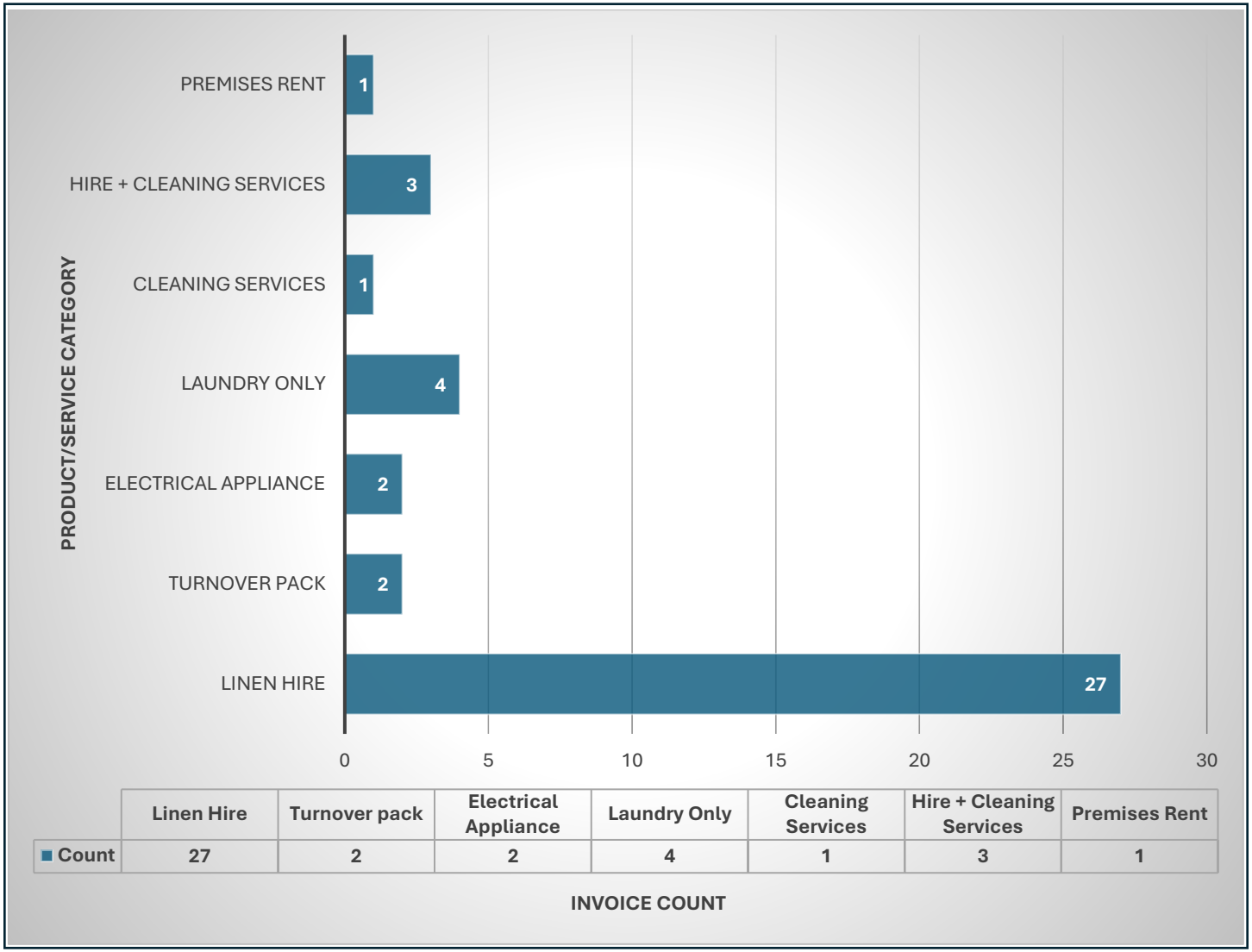
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £45,929

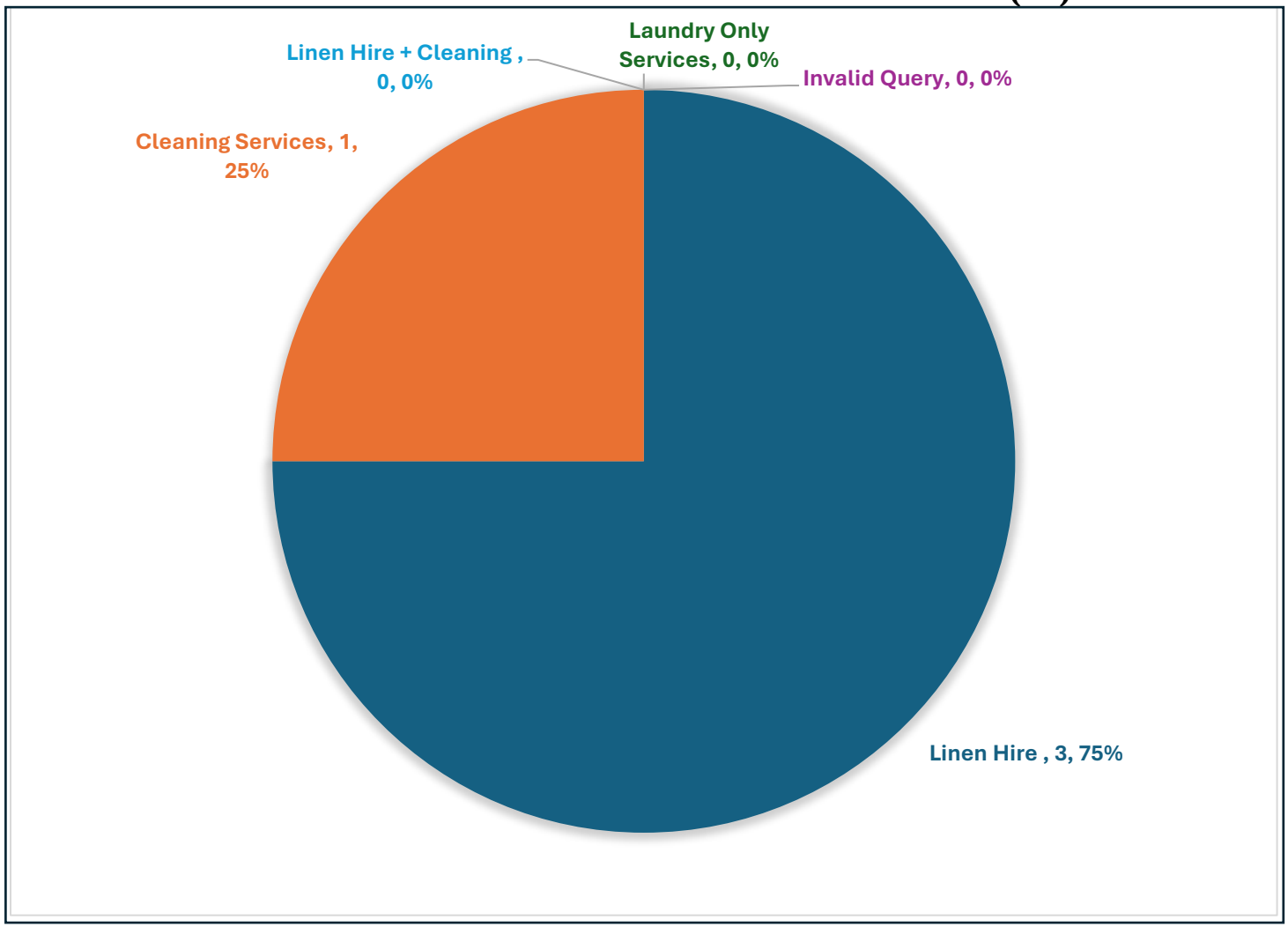
Net Invoice amount (Excluding DMC & Premises Rent): **£8,939.38**
Total Invoice for DMC: **£32,089.2**
Premises Rent: **£4900**

DETAILED STATISTICS – INVOICE COUNT (40)

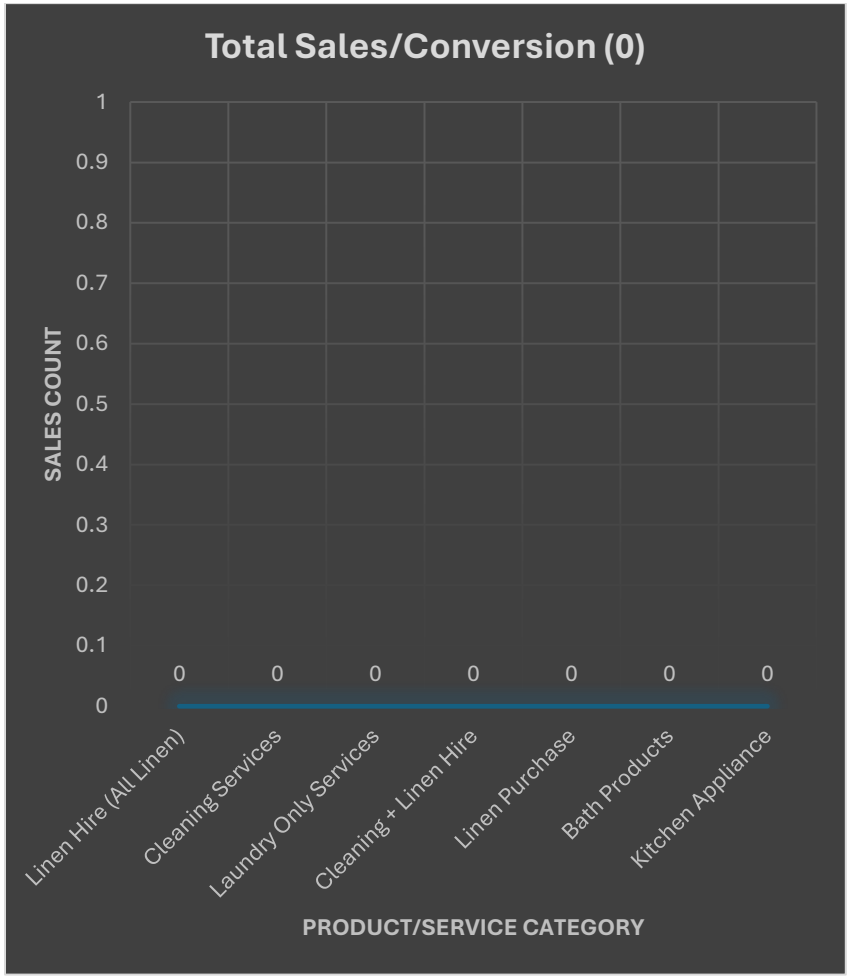


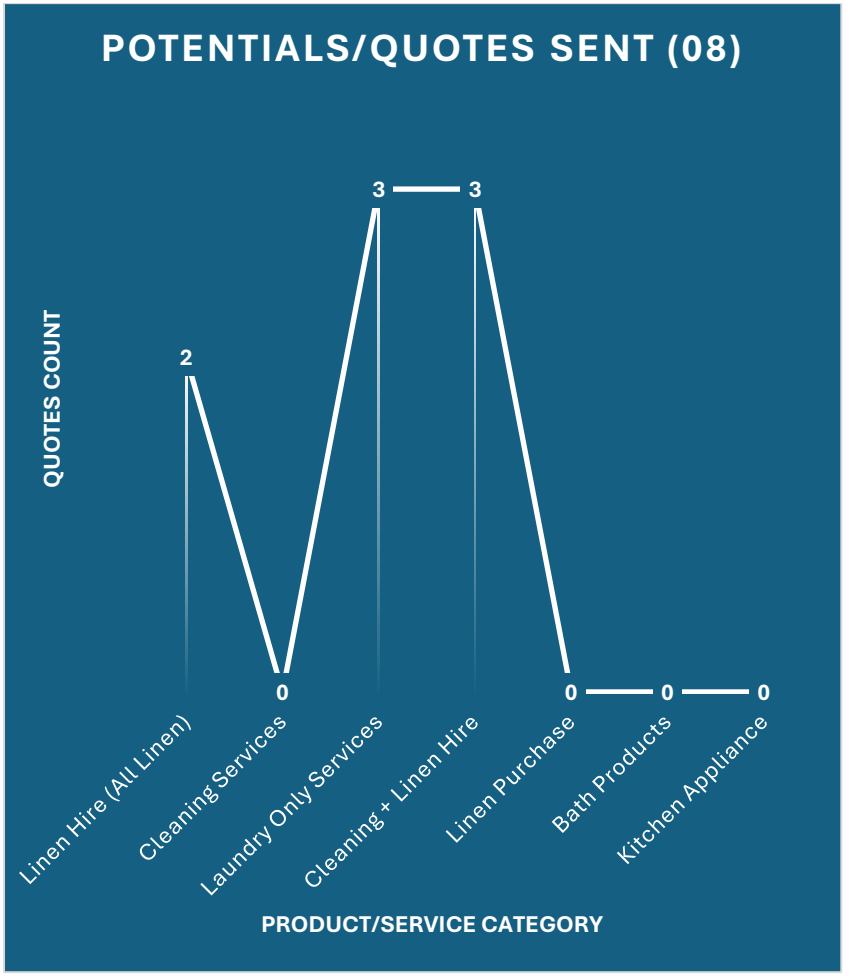
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services	Premises Rent
Count	27	2	2	4	1	3	1

LEADS RECEIVED DURING THE WEEK (04)

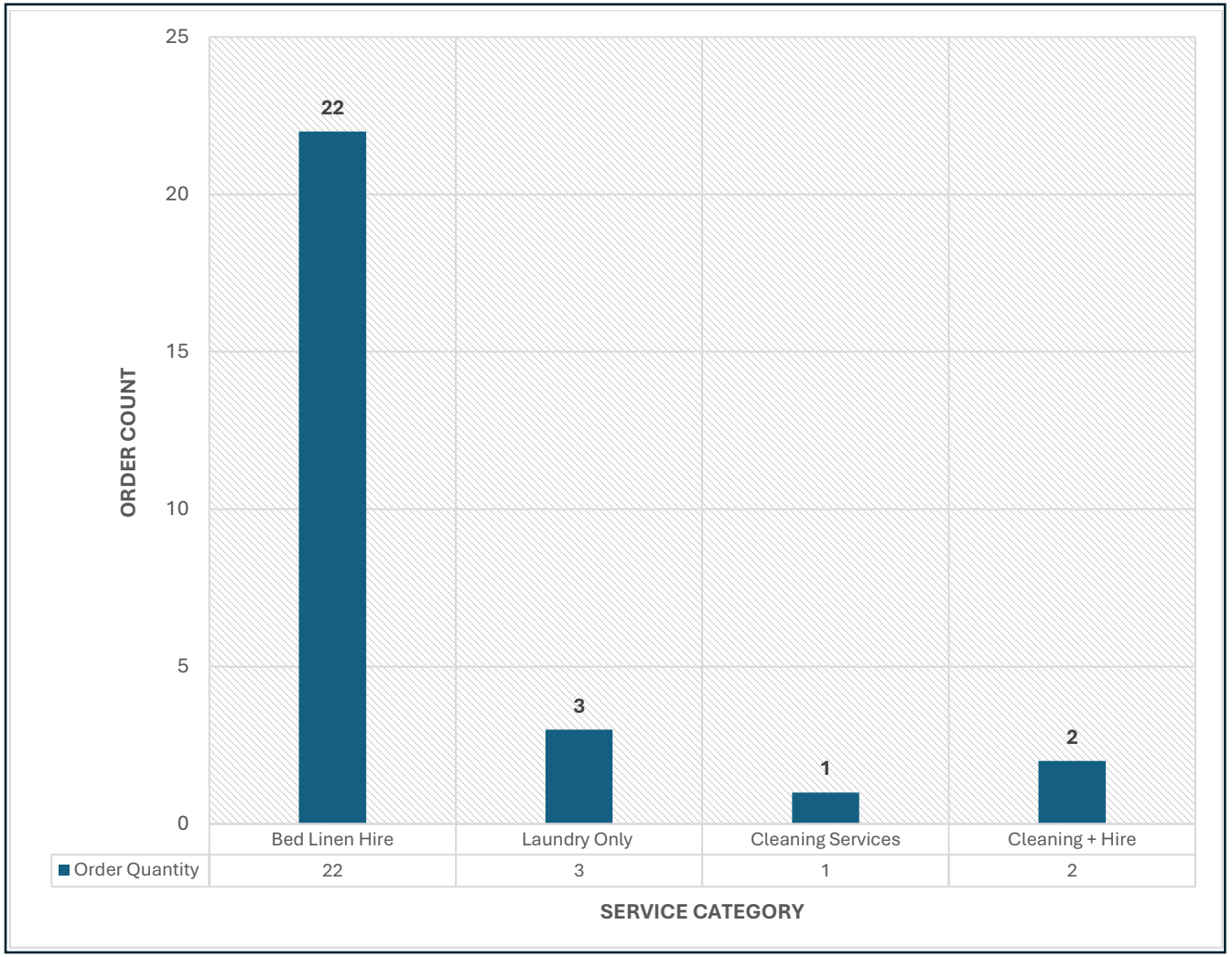


SALES TEAM ACTION





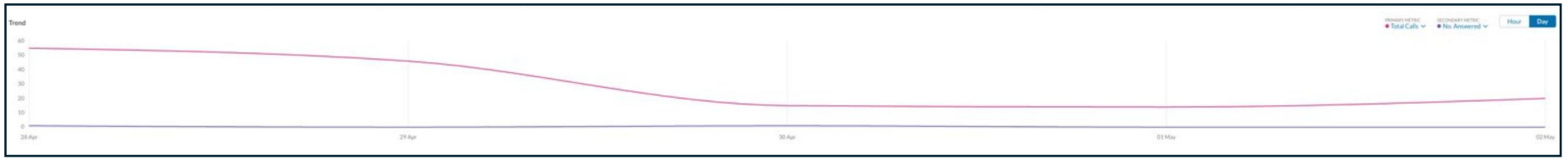
ORDERS DELIVERED DURING THE WEEK (28)



NOTE: Number of clients placed the order **- 22**

SALES CALL INSIGHTS

Sales Agent: Calvin, Abhishek & Suraksha
Total Calls during 5 working days of the week**: 150**
Average calls: Abhishek – 13.60 **per day**, Calvin – 4.80 **per day,** Suraksha – 23.20 **per day**



Users Select Columns — Total 3 Users — Show: 100

Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	68	13.60	2	66	50.0%	00:43
Hospitality Office	704	24	4.80	24	0	100.0%	00:00
Suraksha Joshua	709	58	11.60	5	53	80.0%	00:21

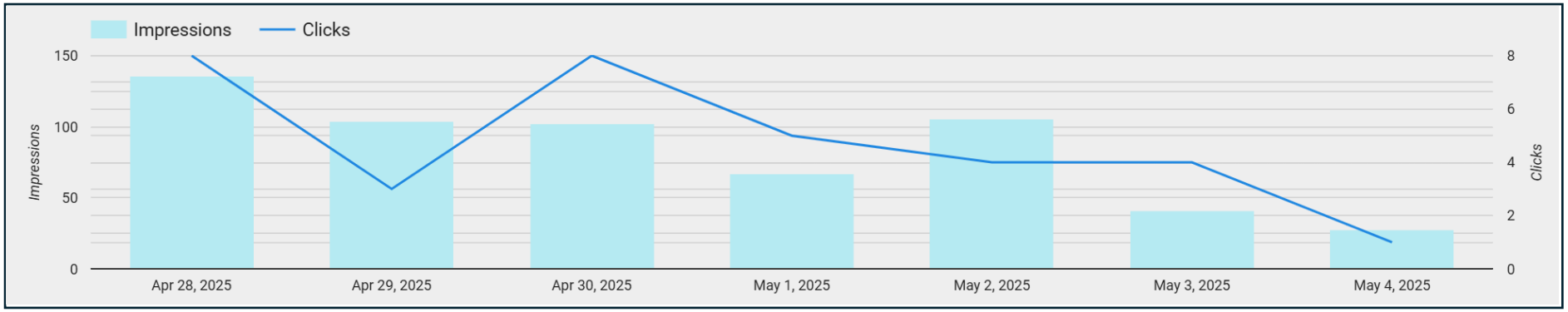
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 5 working days.
Average call by Suraksha is calculated based on 2.5 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

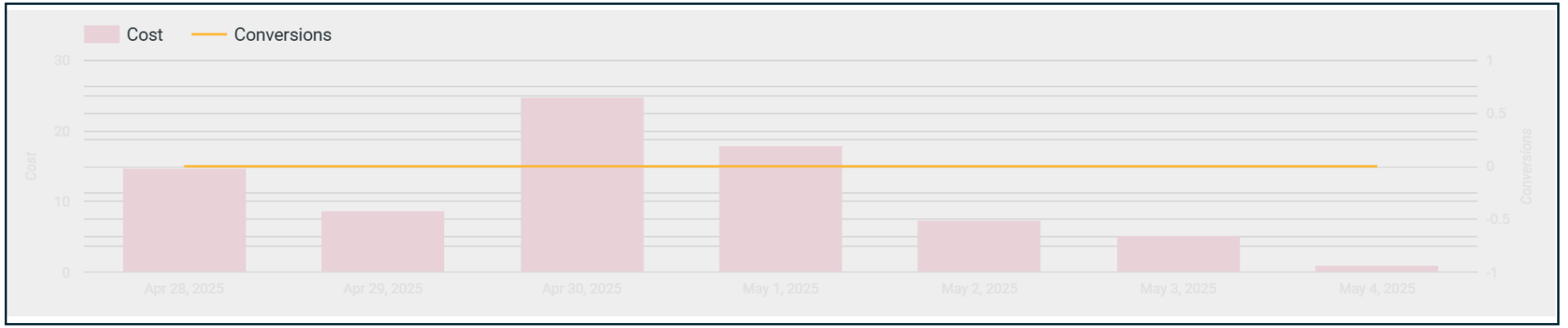
Google Ads
PERFORMANCE METRICS



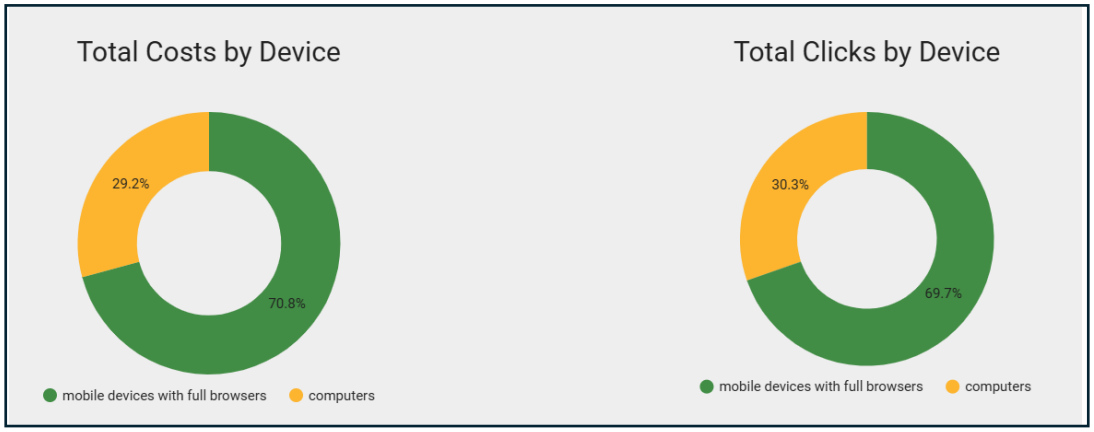
IMPRESSIONS 584.0 -45 & CLICKS 33.0 -17



CONVERSIONS 0 0 vs COSTS £80 £-55.84



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£57	417	23	5.52%	£2.46	0	£0	0%
2.	computers	£23	163	10	6.13%	£2.33	0	£0	0%
3.	tablets with full browsers	£0	4	0	0%	£0	0	£0	0%
	Grand total	**£80**	**584**	**33**	**5.65%**	**£2.42**	**0**	**£0**	**0%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Cleaning Services	£39	181	14	7.73%	£2.8	0	£0	0%
Hire Services	£36	362	17	4.7%	£2.1	0	£0	0%
Hire Services_UK	£5	41	2	4.88%	£2.49	0	£0	0%
Laundry Services	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£80**	**584**	**33**	**5.65%**	**£2.42**	**0**	**£0**	**0%**

WEEKS HIGHLIGHT (28/04/2025 – 04/05/2025)

SALES

Promising Leads & Contracts Signed

1. **Azim, Pentagon Holdings – Contract Sent**
   Service requested – Linen Hire
   Estimated Quote amount - **£ 1,410.06 per week**
   Business – Hotels (The Woodstock Hotel, Pentagon etc.)
   Location – E1 2ES
   Status – Azim travelling to Dubai. Waiting for him to get in touch and sign the contract.

2. **George Mills – Promising Lead**
   Service requested – Linen Hire
   Estimated Quote amount - **£287 per order**
   Business – Airbnb
   Location – West London
   Status – Still waiting for the warehouse visit to be scheduled.

3. **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.

4. **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.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion to CRM - £0

Total cost spent on Google Ads - £79.80 *(Based on impressions received)*

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£39**
   Leads generated – **0**
2. Hire Ads spent - **£41**
   Leads generated – **0**
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	2
Cleaning Services	0	0
Laundry Only Services	0	3
Cleaning + Linen Hire	0	3
Linen Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**0**	**8**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	27	£7,791
Turnover pack	2	£31,909
Electrical Appliance	2	£420
Laundry Only	4	£408
Cleaning Services	1	£168
Hire + Cleaning Services	3	£333
Premises Rent	1	£4,900
Total	**40**	**£45,929**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	22
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	2
Total	**28**

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	3
Cleaning Services	1
Laundry Only Services	0
Linen Hire + Cleaning	0
Invalid Query	0
GRAND TOTAL	**4**

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	24	4.80	5
Abhishek	68	13.60	5
Suraksha	58	23.20	2.5
GRAND TOTAL	**150**	**41.60**	**12.5**

TENTATIVE SCHEDULE FOR NEXT WEEK (06/05/2025 – 11/05/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day
Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x200 Pillowcases x300 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	05/05/2025
Ibrahim	Afaad Properties	**Pillow case - 8** **Double bed sheets - 3** **Double duvet - 3** **Bath towel - 6** **Hand towel - 4** *Property clean and linen change over on beds*	Flat 1 Lavender HSE, Dairy Farm Place, Queens Rd, SE15 2NE	Delivery, Cleaning & Collection	05/05/2025
Anna	Pass the Keys	**1x Super King Set** **1x King Set** **2x Single Set** **Property Clean**	10 Mossford Street, Bow, London E3 4TH	Delivery, Cleaning & Collection	05/05/2025
Anna	Pass the Keys	**1x King Set** **Property Clean**	Flat 186, Berglen Court, 7 Branch Rd, Limehouse, London E14 7JZ	Delivery, Cleaning & Collection	05/05/2025

Steven Wong	Messiah Property Ltd	**9 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **6 Bathmats** **1 Double Linen Set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat E, 1 Glazbury Road, London, W14 9AS	Delivery & Collection	06/05/2025
Elena Ferrara	Magic Stay London	**100 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Delivery & Collection	06/05/2025
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	06/05/2025
Heidi Kampa	La Bibliotheque	**x80 Pillowcases** **x40 Hand towels** **x40 Bath towels** **x20 Bath mats** **x20 Super King Duvet Cover** **x20 Super King Bed Sheet**	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Collection from Warehouse	06/05/2025
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	06/05/2025

Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x200 Pillowcases x300 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	07/05/2025
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	07/05/2025
Steven Wong	Messiah Property Ltd	**5 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **5 Double Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)** **5 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Basement flat, 69 Marchmont St, WC1N 1AP	Delivery & Collection	07/05/2025

Clarissa Soccenti	London Urban Escape Ltd	**14 Camden High Street, London, NW1 0JH** **15x KING SETS (King Linen Set Hire (Bed + Bath), polycotton White)** **15x bath mats (polycotton White)** **WESTB** **1 Westbourne Crescent, W2 3DB** **15x king sets (King Linen Set Hire (Bed + Bath), 100% Cotton White)** **15x 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 & Collecton	07/05/2025
Steven Wong	Messiah Property Ltd	**6 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **3 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	42 Carronade Court, Eden Grove, N7 8EP	Delivery & Collection	07/05/2025
Naushad	Maz Living	**5 Double Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)**	Flat 156 Fountain House, St George's Wharf, London, SW8 2LP	Delivery & Collection	07/05/2025

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) 16 Hand Towels 16 Bath Towels **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) 24 Bath Towels 24 Hand Towels	26 Roslyn Road, N15 5ET **Delivery & Collection** 18 Dunloe Avenue, London, N17 6LA **Delivery & Collection**	Delivery & Collecton	08/05/2025
Corentin Muller	Seeker Estates Ltd	**20 Double Set with Bathmats** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) **20 King Set with Bathmats** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)	Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH	Delivery & Collection	08/05/2025
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	08/05/2025

Blagovesta Kyuchukova	Building Clean London LTD	**No ordered**	11 Stubbs Way, London, SW19 2UW	Collection	08/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**No ordered**	174 Tooting High Street, SW17 0RT	Delivery & Collection	08/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**No ordered**	244 Wimbledon Park Road SW18 5RL	Delivery & Collection	08/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**30 King Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)**	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	08/05/2025
Tibor Matta	Airbnb	**100 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	08/05/2025
Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x200 Pillowcases x300 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	09/05/2025

Nicola Lettieri	Nico Living	**x48 Double Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT,)**	24 Westall St, Reading, RG2 9RL	Delivery & Collection	09/05/2025
Carol	City Sparrow Apartments	**35 Super King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **20 Single Linen Sets** (x1 PC, x1 DC, x1 BS, x1 HT, x1 BT)	278 Saint James Road, Wetons House, London, SE1 5JX	Delivery & Collection	09/05/2025
Shane Woods	Leiso Property	x4 Sheet x4 King Duvet Cover x16 Pillow Cases x8 Bath Towels x8 Hand Towels x6 Bath Math	114 Warneford Road, HA3 9HY	Delivery & Collection	09/05/2025
Johhny Romana	Johhny Romana	10 Double sets (Double sheet, Double Duvet Cover and 4 pillow casses) 10 Single sets (Single Sheet, Single Duvet Cover and 2 pillow casses) 20 Bath Towels 50 Hand Towels 10 Bath Mats	29 Ridge Hill London NW11 8PR	Delivery & Collection	09/05/2025
Gunalan	GK Lettings	**TBC**	2 Vincent Road, CR0 6ED Croydon	Delivery & Collection	09/05/2025
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	09/05/2025
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	11/05/2025