londonist

HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/05/2025 – 31/05/2025

QUICK GLANCE AT FIGURES

TOTAL SALES
£135,651.38

TOTAL INVOICES
151

NEW LEADS
2769

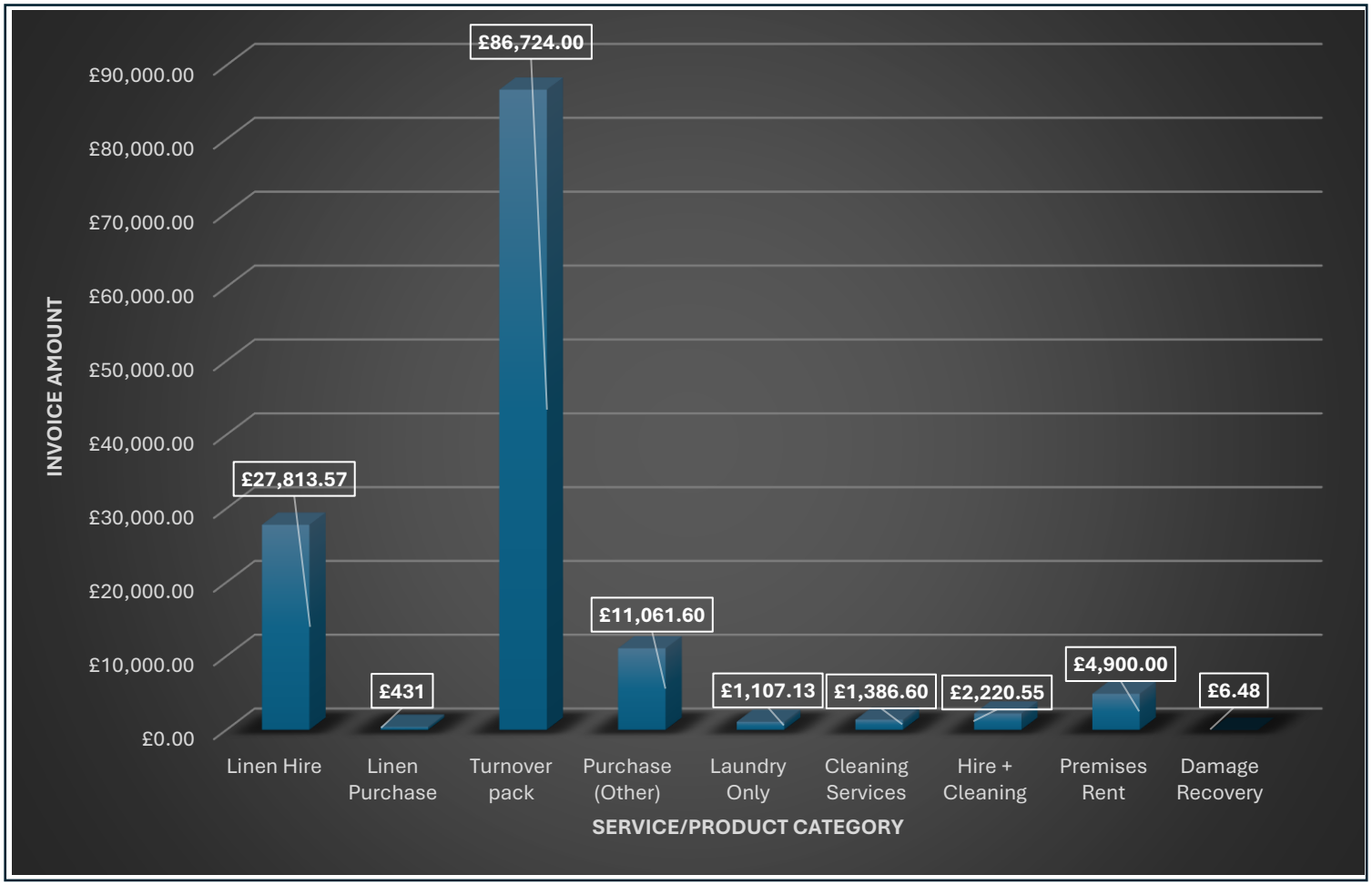
QUOTES SENT
29

CONVERSIONS
7

AMAZON ORDERS
12

ORDERS DELIVERED
123

DETAILED GLANCE OF SALES

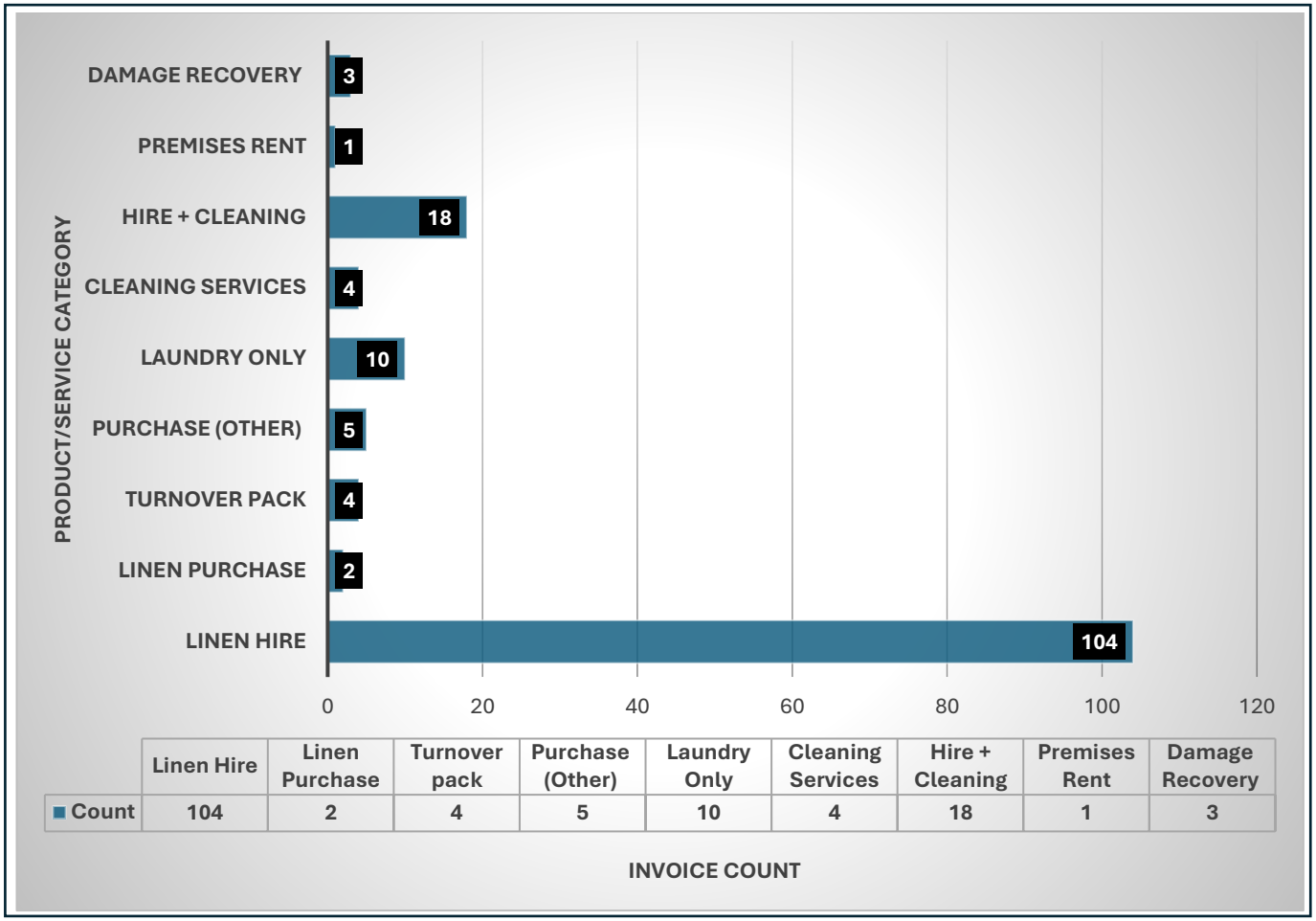


TOTAL AMOUNT - £135,651.38

Londonist DMC: **£89,023.31**

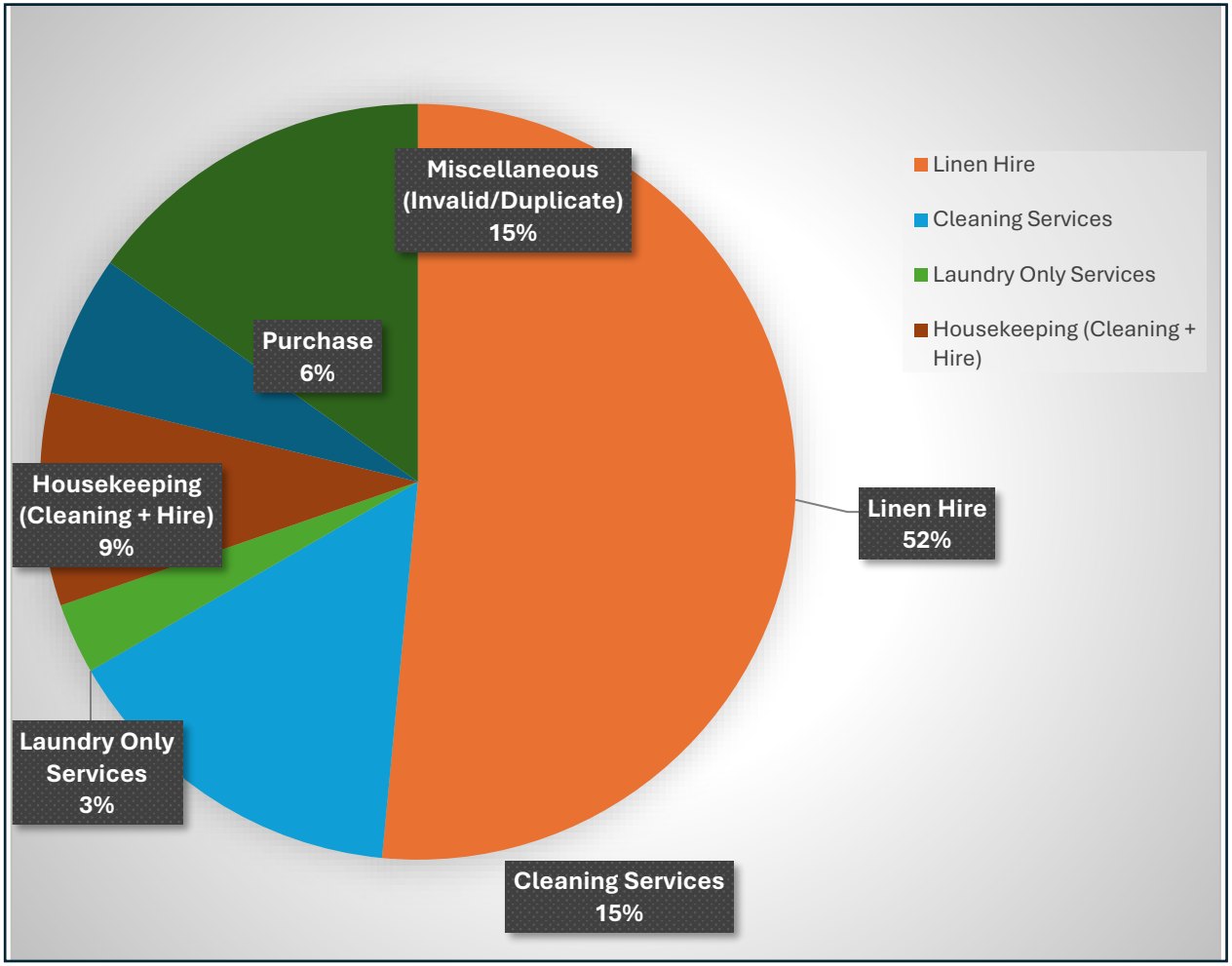
LHS *(Including the Premises rent from Orange Event for £4900)*: **£46,628.07**

TOTAL INVOICE COUNT (151)



	Linen Hire	Linen Purchase	Turnover pack	Purchase (Other)	Laundry Only	Cleaning Services	Hire + Cleaning	Premises Rent	Damage Recovery
Count	104	2	4	5	10	4	18	1	3

LEADS RECEIVED DURING THE MONTH (33)



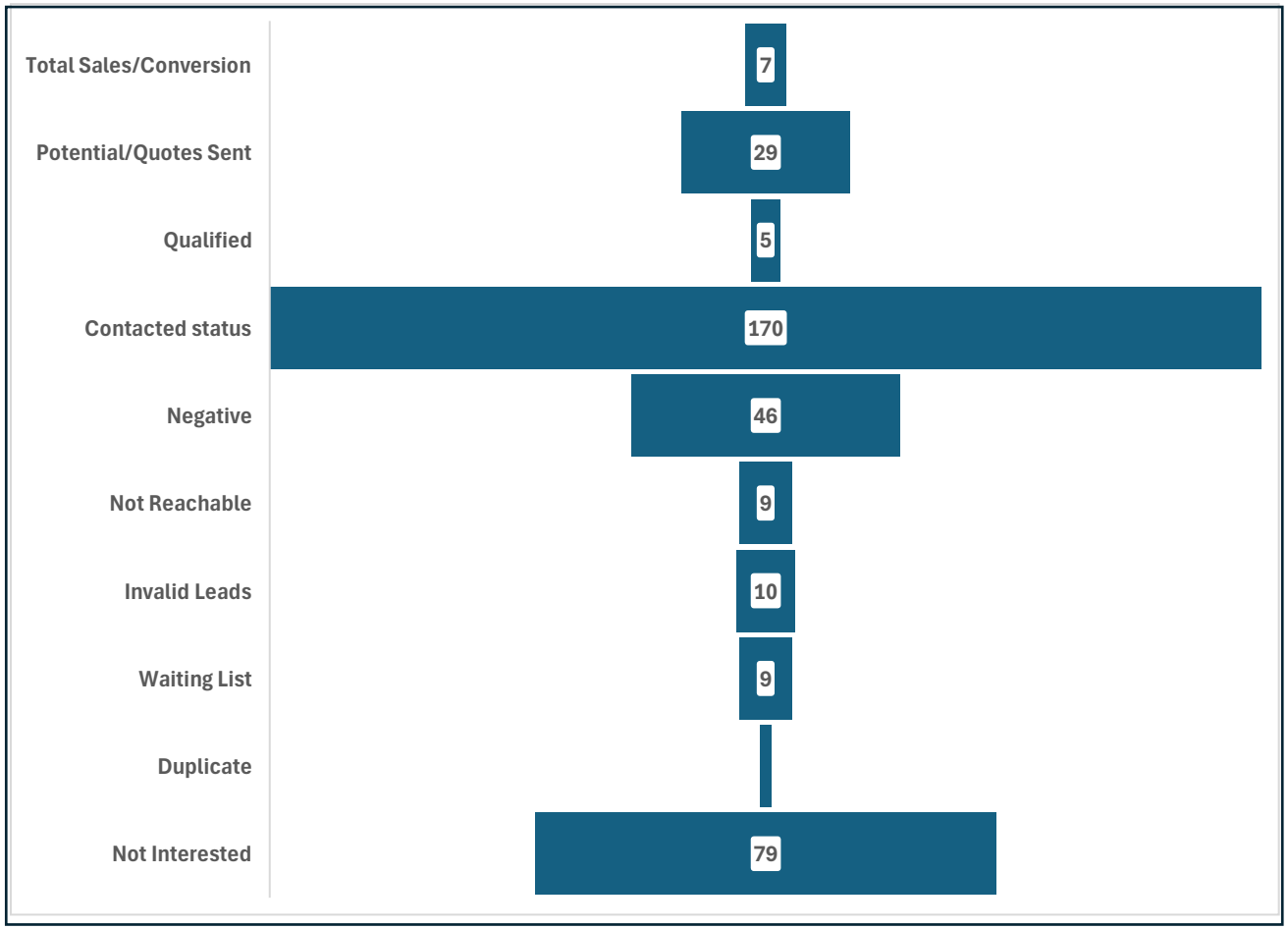
Total Leads – **2,769**

Data Broker Leads – **2,736**

Self-sourced & Inbound Leads - **33**

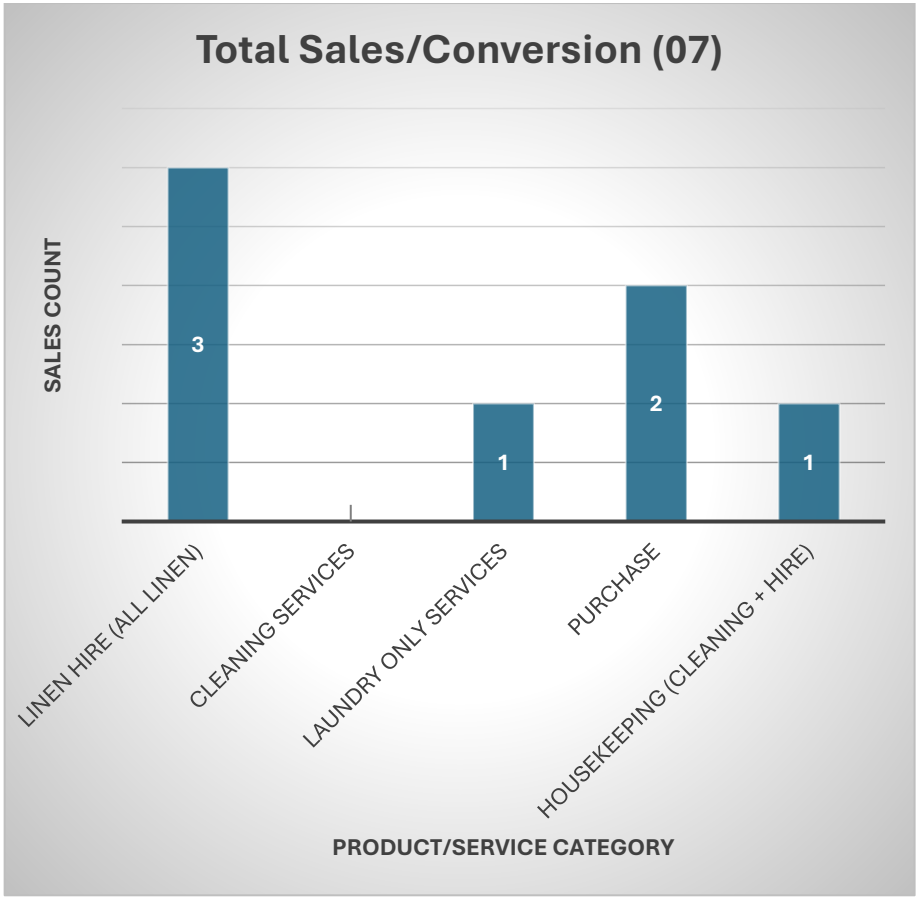
SALES TEAM ACTION DURING THE MONTH

PERFORMANCE SUMMARY



Sales, Quotes Sent: High Potential (Conversions: 36) **Qualified:** Medium Potential **Low Potential:** On-going Conversation (Contacted, Waiting List)

DETAILED GLANCE - SALES AND POTENTIALS

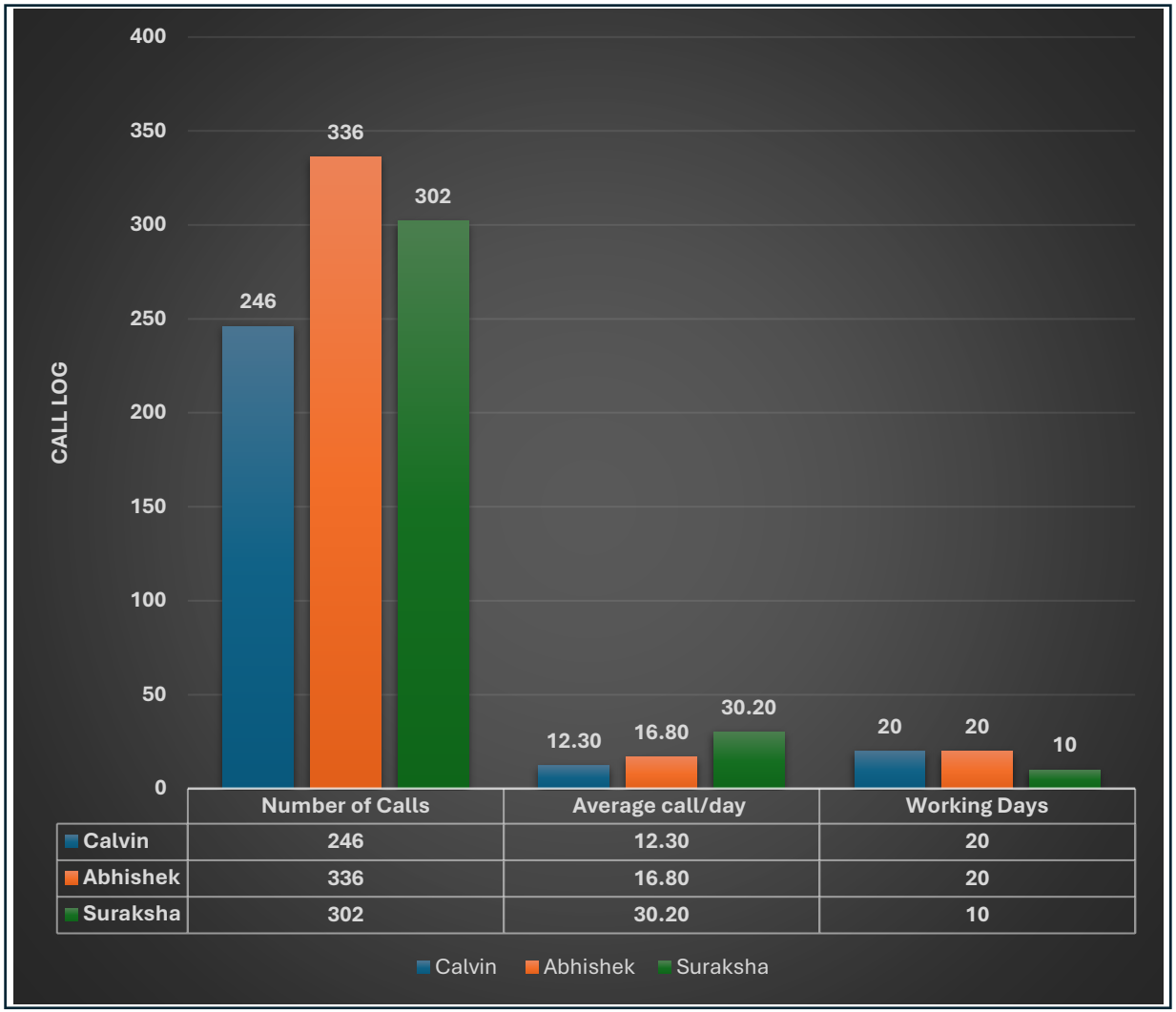




NOTE: Total Number of leads reached during May'25 – 330

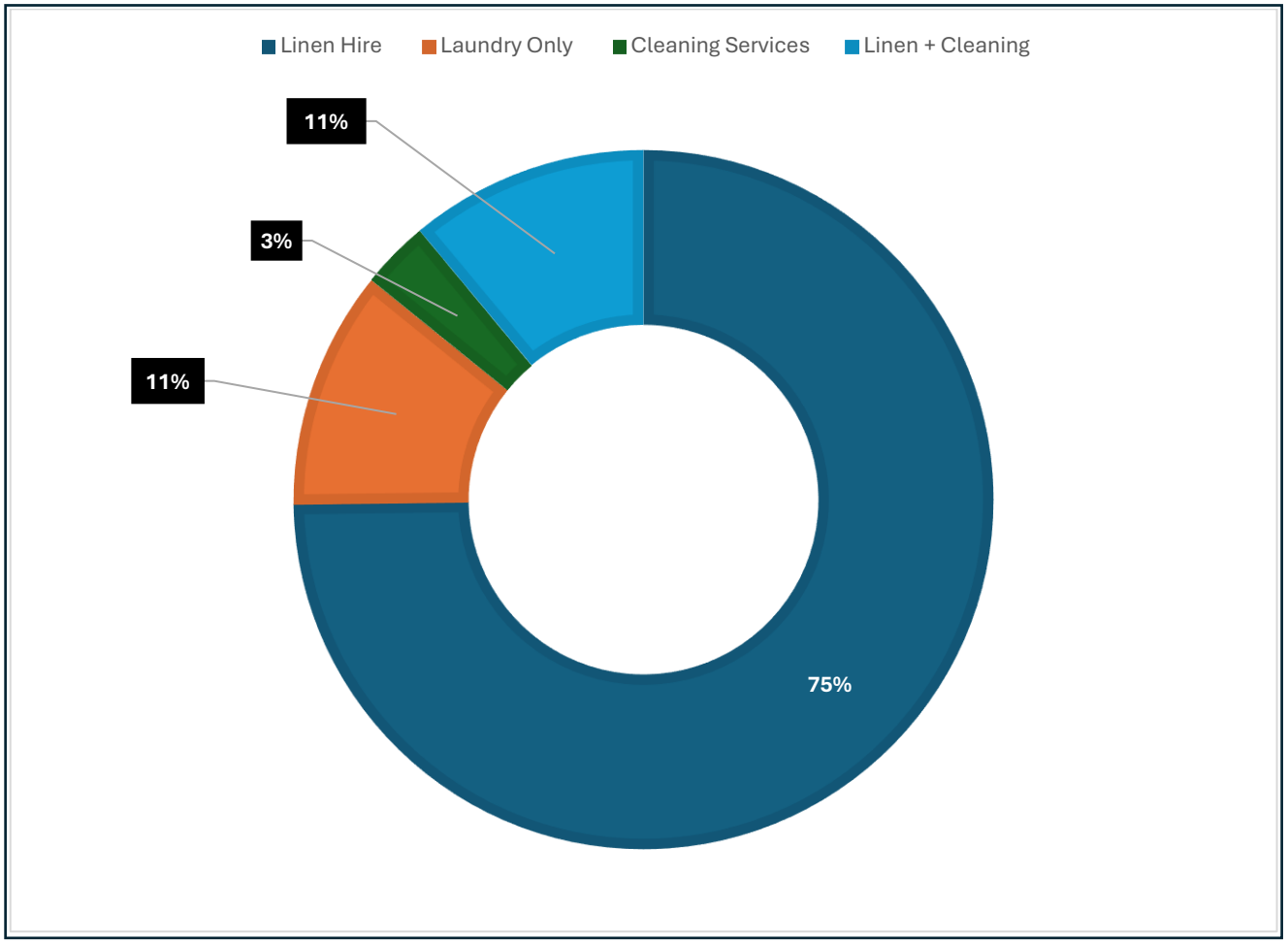
SALES CALL INSIGHTS

Sales Agent 1: Calvin **Sales Agent 2**: Abhishek **Sales Agent 3: Suraksha**



Note: 2 Bank holidays were observed during the month of May '25.

ORDERS DELIVERED DURING THE MONTH (127)



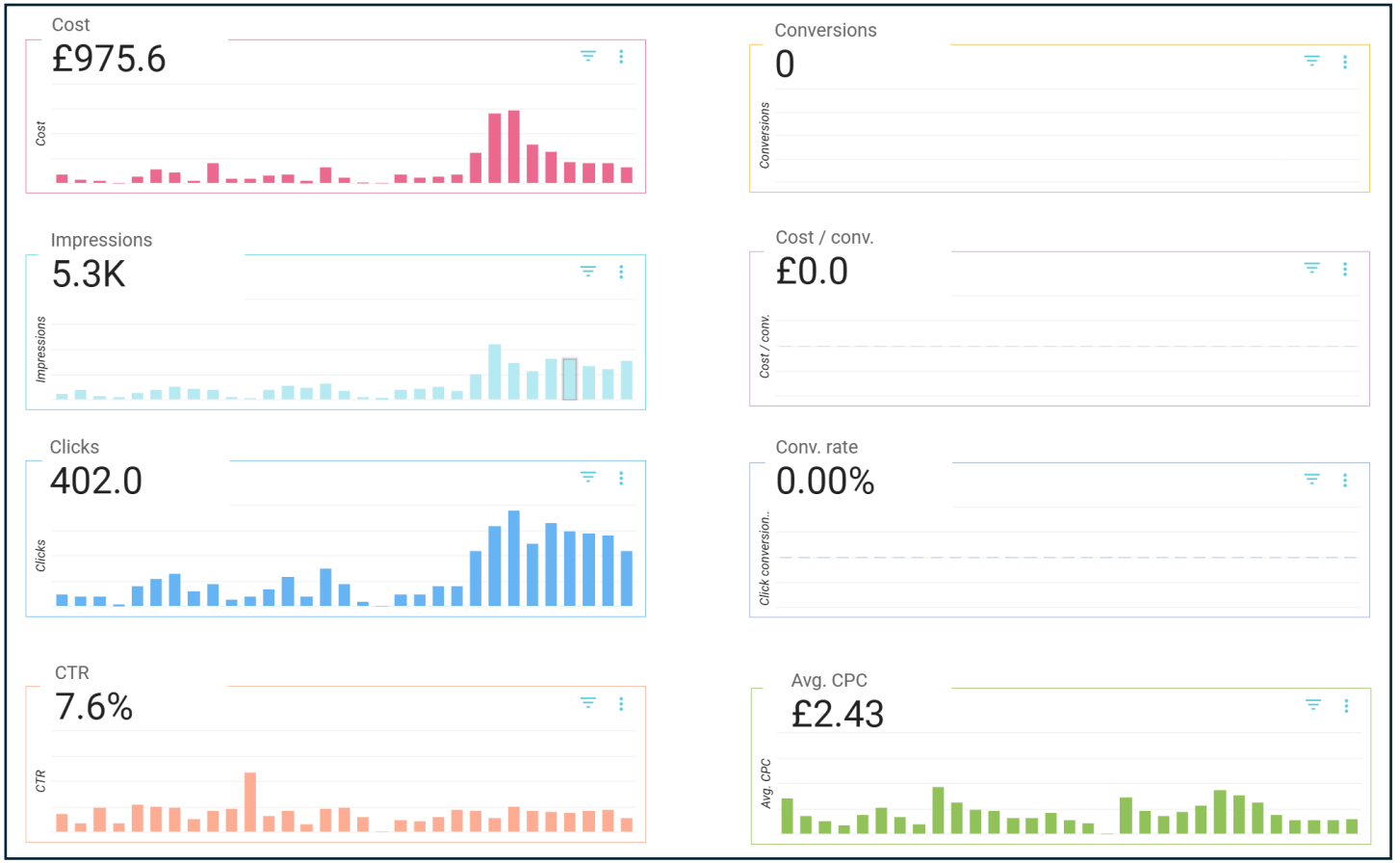
Note: The Delivery data above excludes the DMC deliveries as different delivery pattern is followed on that side of operations.

Number of clients placed the order during the month - 39

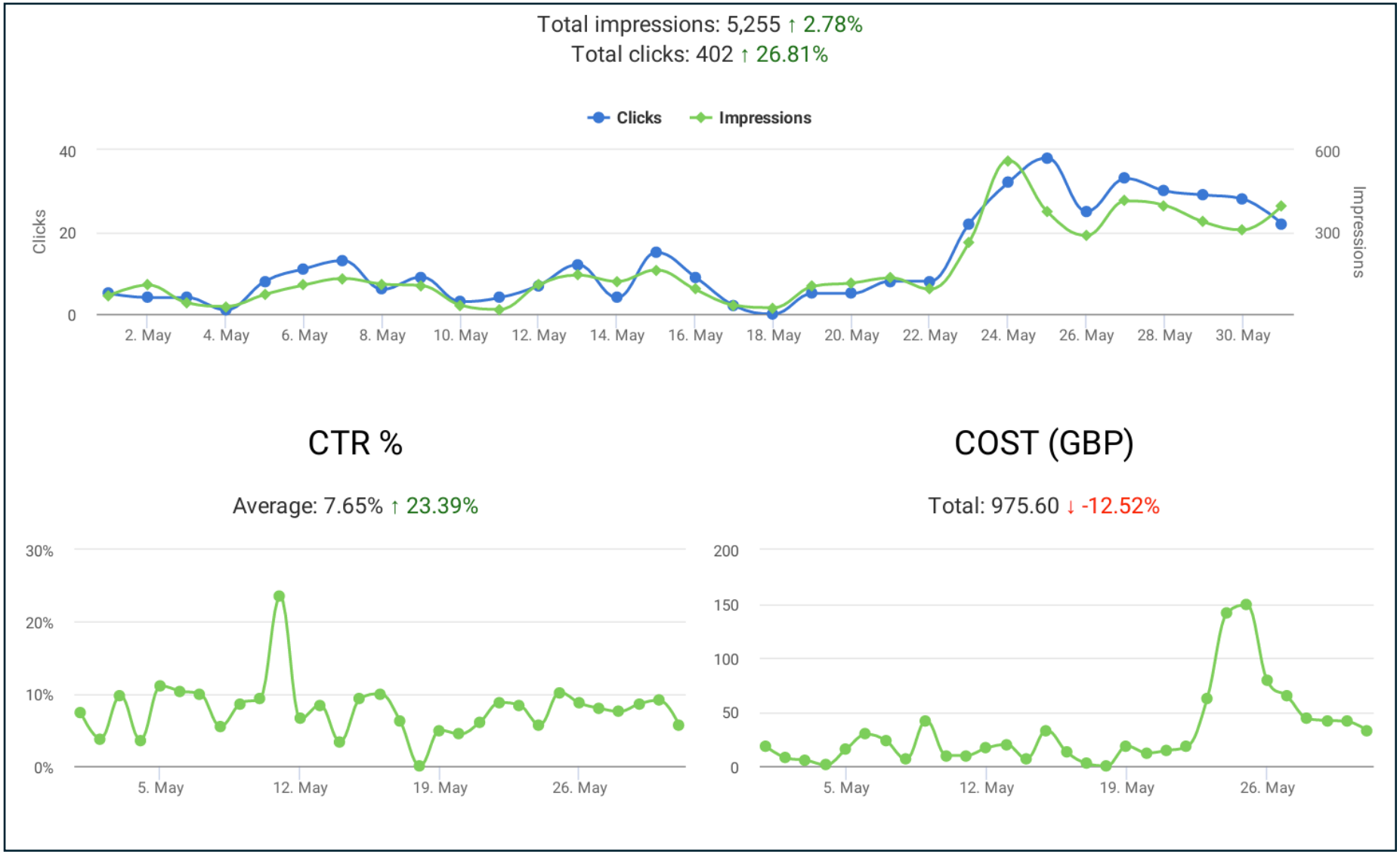
MARKETING PERFORMANCE DURING THE MONTH

Google Ads during 01/05/2025 – 31/05/2025

PERFORMANCE METRICS

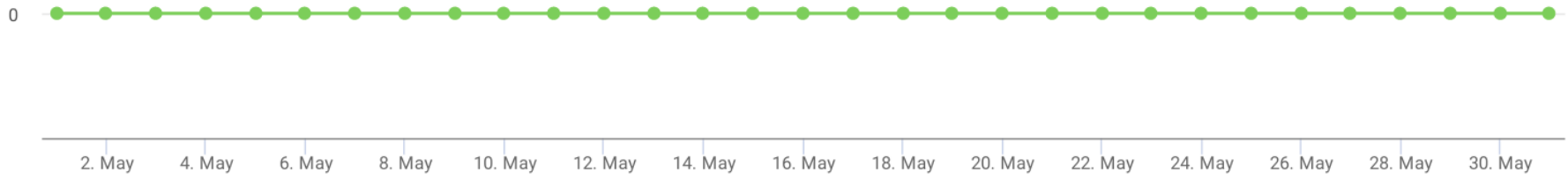


IMPRESSIONS & CLICKS



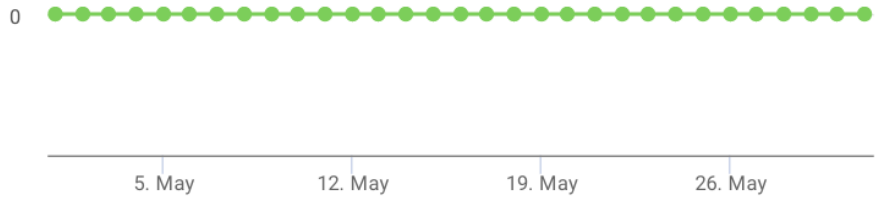
CONVERSIONS

Total: 0.00 ↓ -100.00%



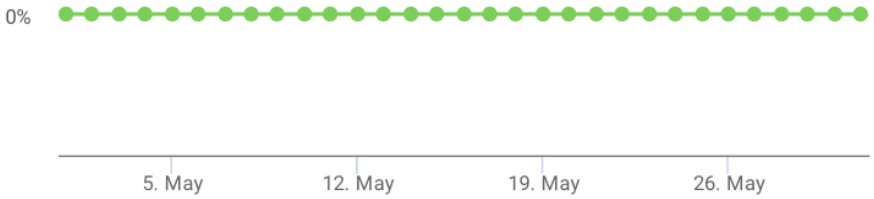
COST / CONVERSIONS (GBP)

Average: 0.00 ↓ -100.00%



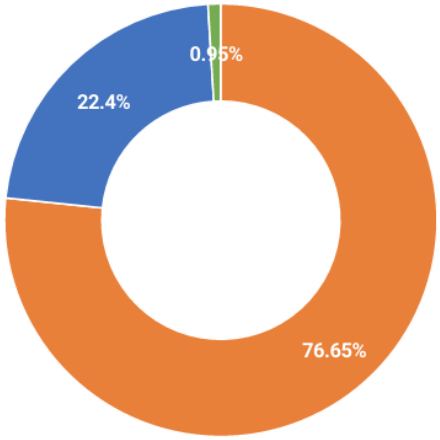
CONVERSIONS RATE %

Average: 0.00 ↓ -100.00%

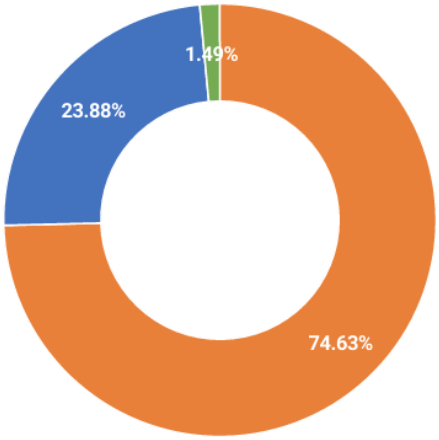


DEVICE PERFORMANCE

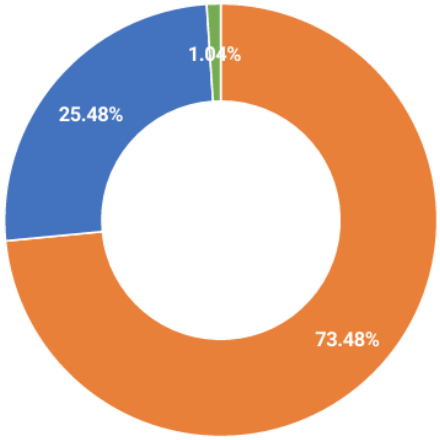
IMPRESSIONS: 5,255



CLICKS: 402



COST: 976 GBP



Mobile phones Computers Tablets

Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	4,028	300	716.87 GBP	0	0.00 GBP	0.00%	0.00	-
Computers	1,177	96	248.57 GBP	0	0.00 GBP	0.00%	0.00	-
Tablets	50	6	10.16 GBP	0	0.00 GBP	0.00%	0.00	-

Most of your website visitors are **using mobile phones (75%)**.
These users have made **0 conversions**. Average cost of conversion is **0.00 GBP**.

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CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£564	4,185	289	6.91%	£1.95	0	£0	0%
Cleaning Services	£412	1,070	113	10.56%	£3.64	0	£0	0%
Hire Services_UK	£0	0	0	0%	£0	0	£0	0%
Laundry Services	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£976**	**5,255**	**402**	**7.65%**	**£2.43**	**0**	**£0**	**0%**

HIGHLIGHTS OF THE MONTH

SALES

Total New Client: 7 (5 Clients & 2 Customers)

Pending Contracts: 0

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **00**

Meta Ads: ON HOLD

LOGISTICS & OPERATIONS

1. **LHS Clients (Excluding DMC)**

Total Articles delivered/sent out: N/A

Total Received: N/A

Damaged Articles received: N/A

Damaged Proportion: N/A

2. Client - DMC

Total Articles delivered/sent out: N/A

Total Received: N/A

Damaged Articles received: N/A

Damaged Proportion: N/A

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	3	11
Cleaning Services	0	5
Laundry Only Services	1	5
Purchase	2	2
Housekeeping (Cleaning + Hire)	1	6
GRAND TOTAL	**7**	**29**

PERFORMANCE SUMMARY

ACTION	NUMBER
Total Sales/Conversion	7
Potential/Quotes Sent	29
Qualified	5
Contacted status	170
Negative	46
Not Reachable	9
Invalid Leads	10
Waiting List	9
Duplicate	2
Not Interested	79

ORDERS DELIVERED

Category	Order Count
Linen Hire	95
Laundry Only	14
Cleaning Services	4
Linen + Cleaning	14
Total	**127**

Excludes the orders from DMC **39 Clients**

TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	104	£27,813.57
Linen Purchase	2	£431
Turnover pack	4	£86,724.00
Purchase (Other)	5	£11,061.60
Laundry Only	10	£1,107.13
Cleaning Services	4	£1,386.60
Hire + Cleaning	18	£2,220.55
Premises Rent	1	£4,900.00
Damage Recovery	3	£6.48
Total	**151**	**£135,651.38**
Number of clients placed the order -		

DMC - £89,023.31

NET - £46,628.07

LEADS RECEIVED

Category	Total leads
Linen Hire	17
Cleaning Services	5
Laundry Only Services	1
Housekeeping (Cleaning + Hire)	3
Purchase	2
Miscellaneous (Invalid/Duplicate)	5
Data Broker	2,736
GRAND TOTAL	**2769**

Data Broker - *2,736*

CALLS SUMMARY

Category	Number of Calls	Average call/day	Working Days
Calvin	246	12.30	20
Abhishek	336	16.80	20
Suraksha	302	30.20	10
GRAND TOTAL	**582**	**29.10**	**40**
2 Bank holidays were observed during the month of May 2025.			