londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

25/05/2025 – 01/06/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£28,657.42

TOTAL INVOICES

27

NEW LEADS

6

QUOTES SENT

6

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HOSPITALITY

CONVERSIONS

2

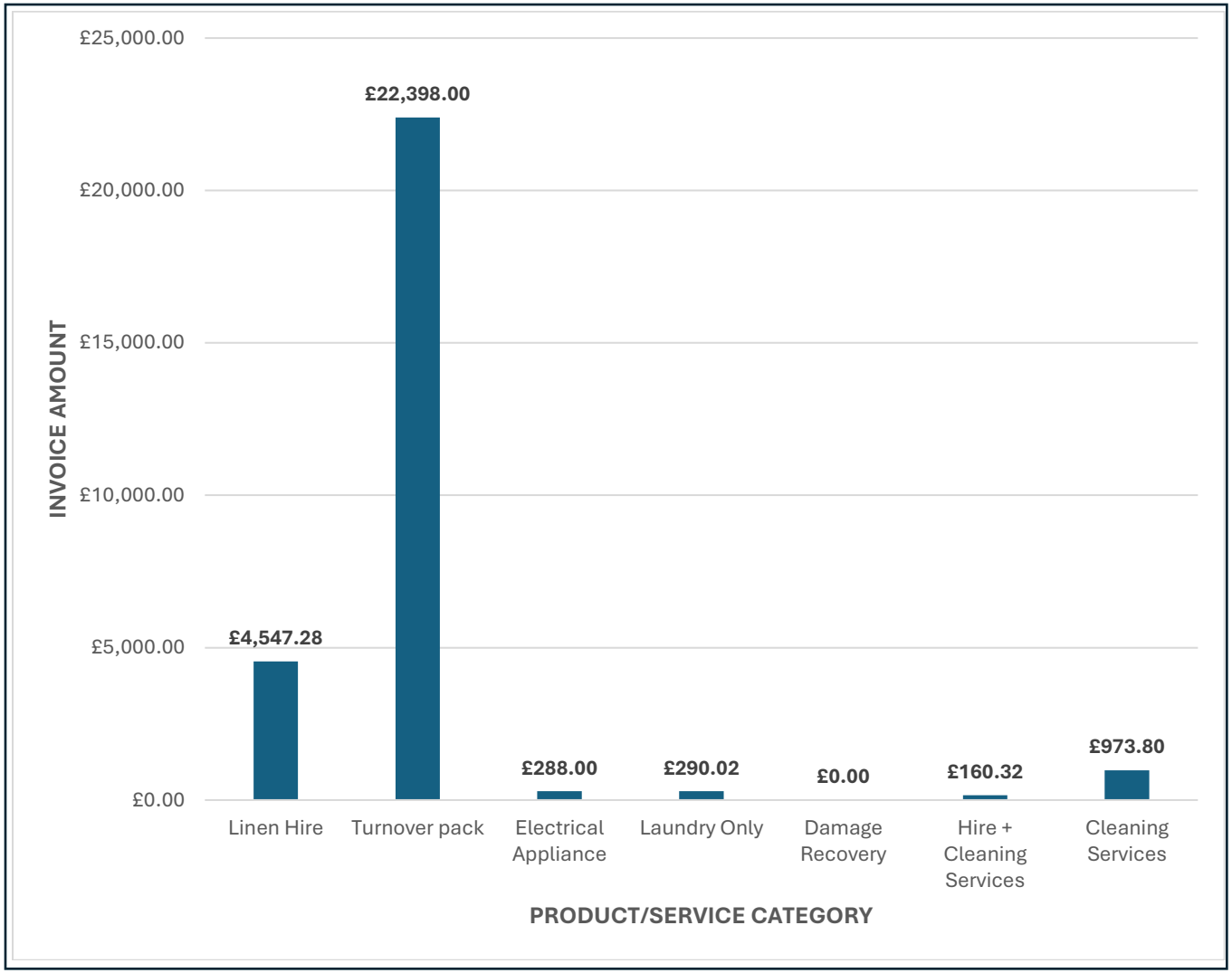
ORDERS DELIVERED

29

AMAZON ORDERS

3

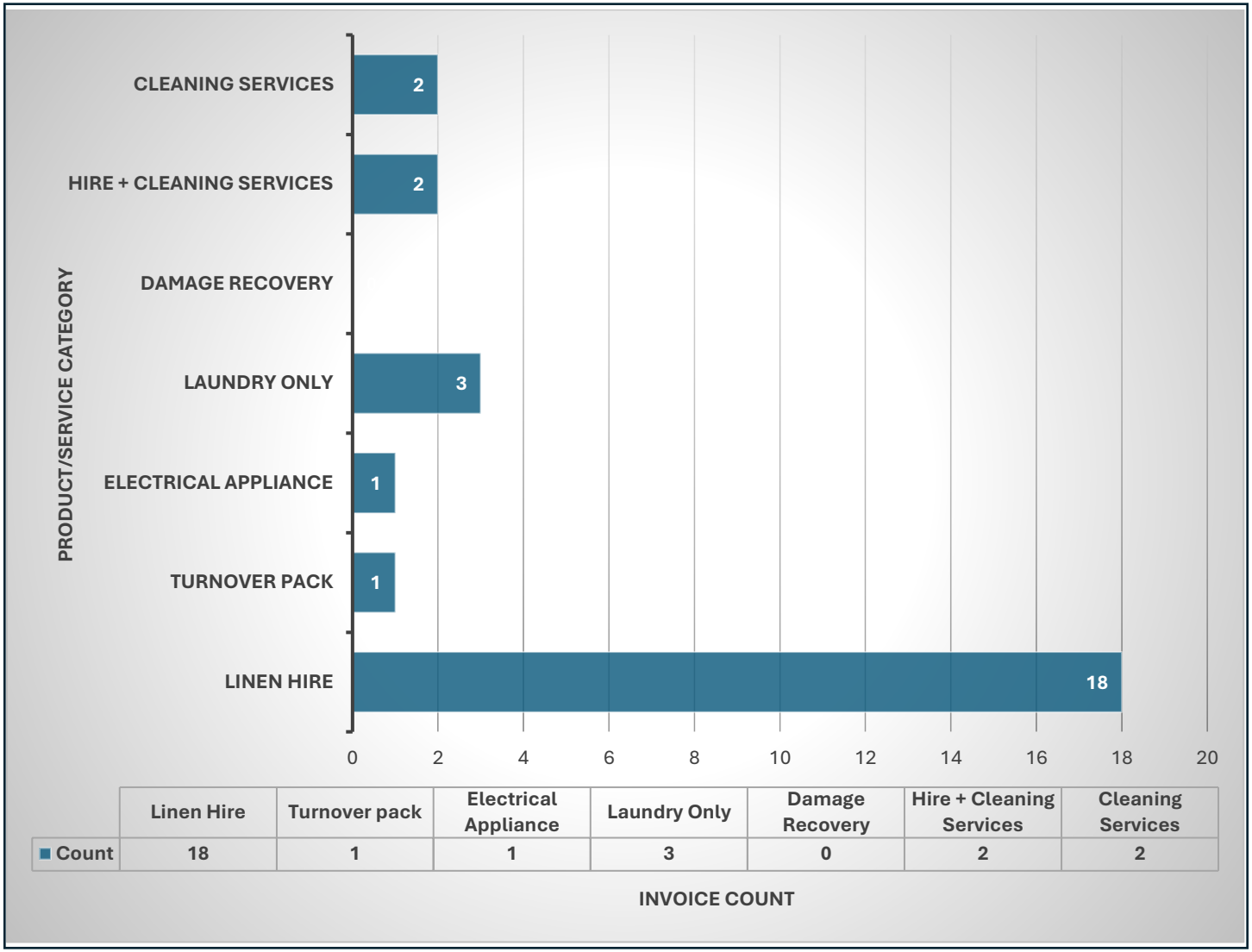
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £28,657.42

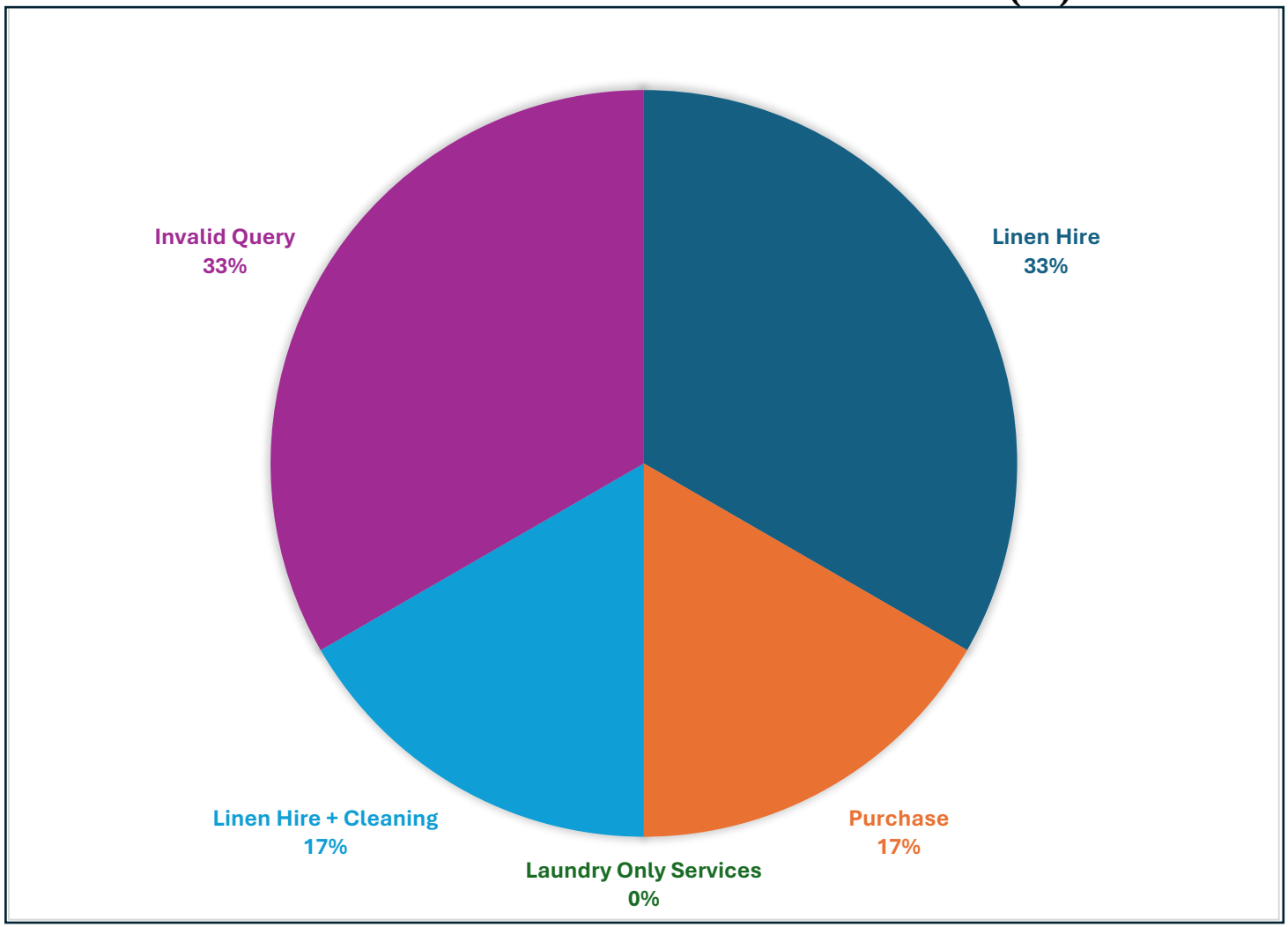
Total Revenue (excluding DMC): **£5,165.62**
DMC sales: **£23,491.80**

DETAILED STATISTICS – INVOICE COUNT (27)



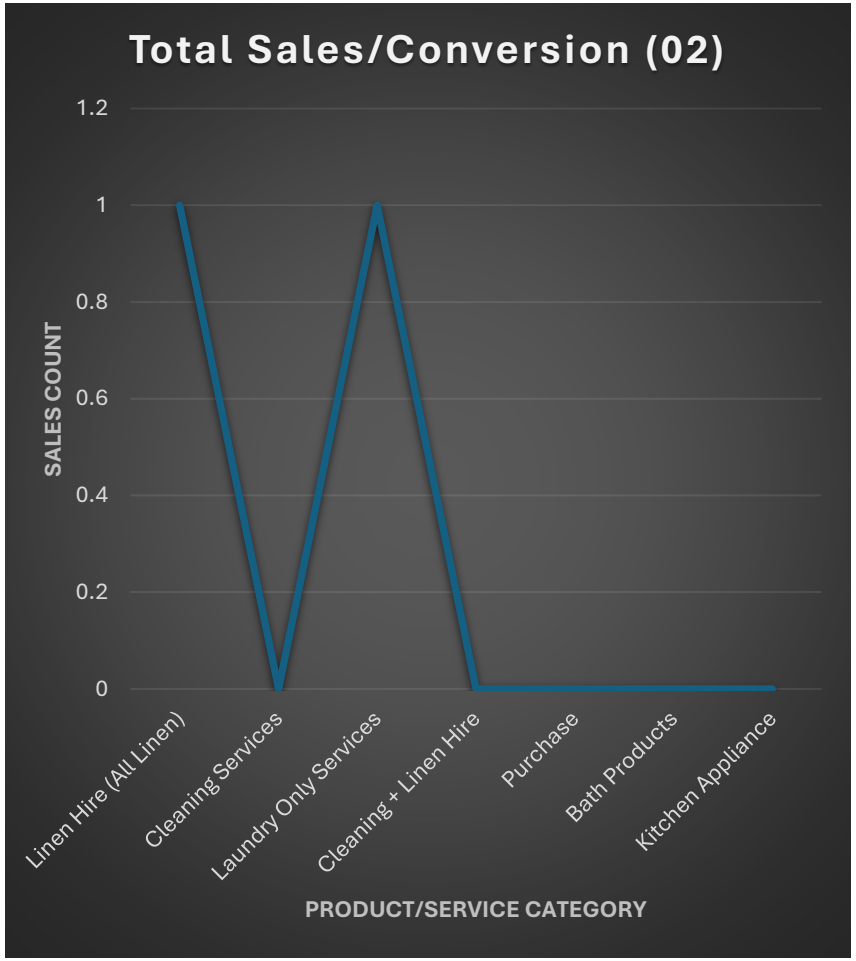
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Damage Recovery	Hire + Cleaning Services	Cleaning Services
Count	18	1	1	3	0	2	2

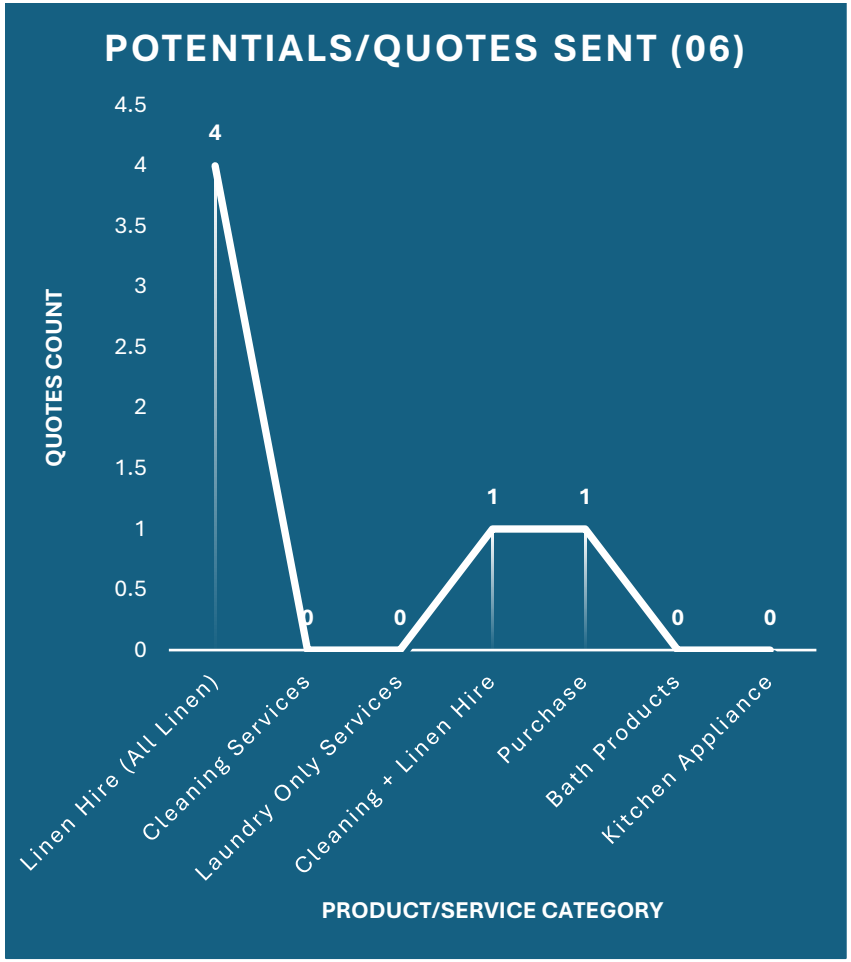
LEADS RECEIVED DURING THE WEEK (06)



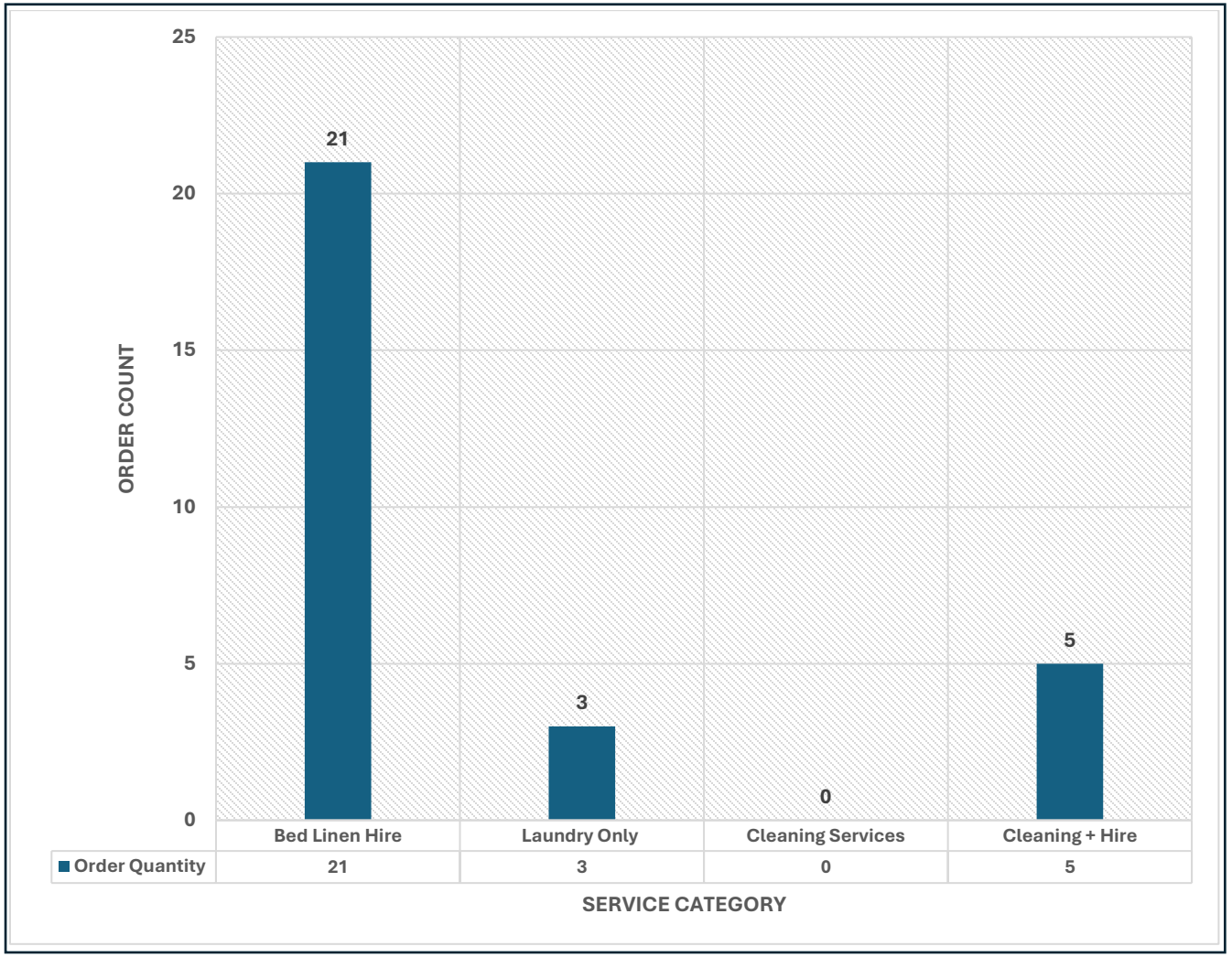
Self-sourced leads from Field sales - 01

SALES TEAM ACTION





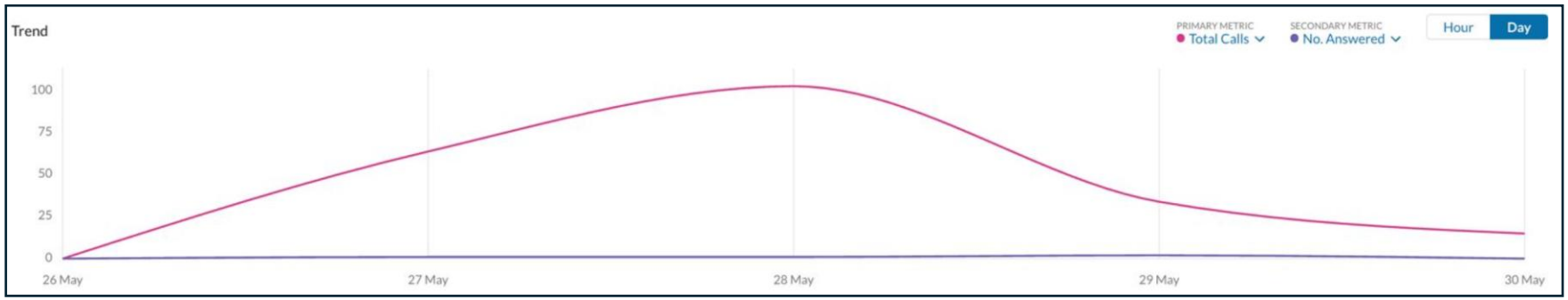
ORDERS DELIVERED DURING THE WEEK (29)



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

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha
Total Calls during 5 working days of the week**: 216**
Average calls: Abhishek – **17 per day**, Calvin – **20 per day,** Suraksha – **45 per day**

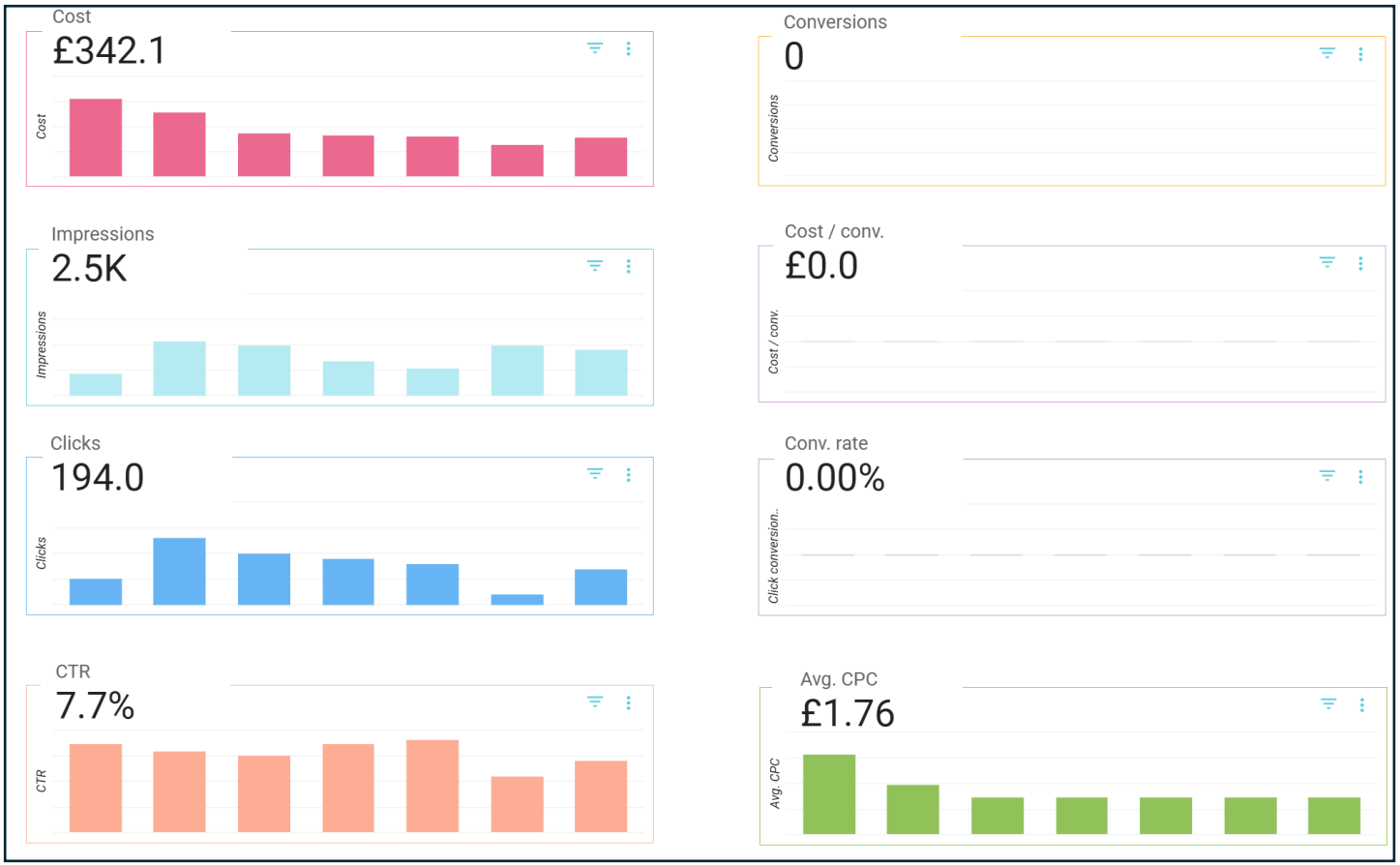


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	68	13.60	2	66	50.0%	00:43
Hospitality Office	704	80	16.00	18	62	83.3%	01:47
Suraksha Joshua	709	68	13.60	3	65	100.0%	00:20

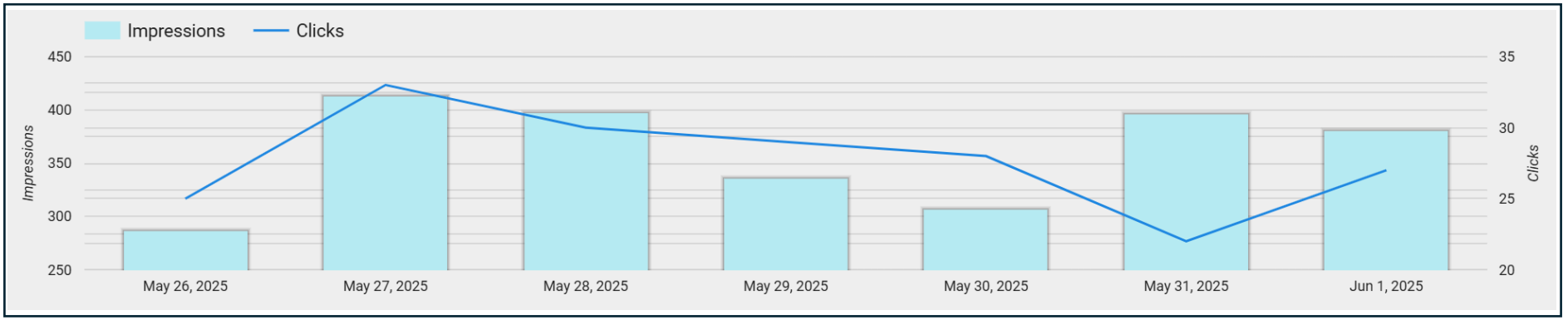
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 4 working days as Monday was a Bank Holiday.
Average call by Suraksha is calculated based on 1.5 working days as Monday was a Bank Holiday.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

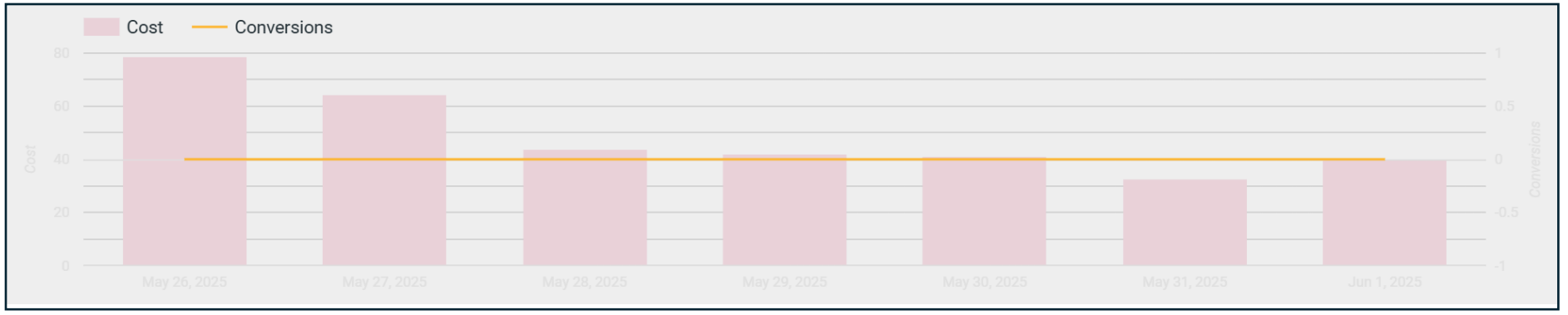
Google Ads
PERFORMANCE METRICS



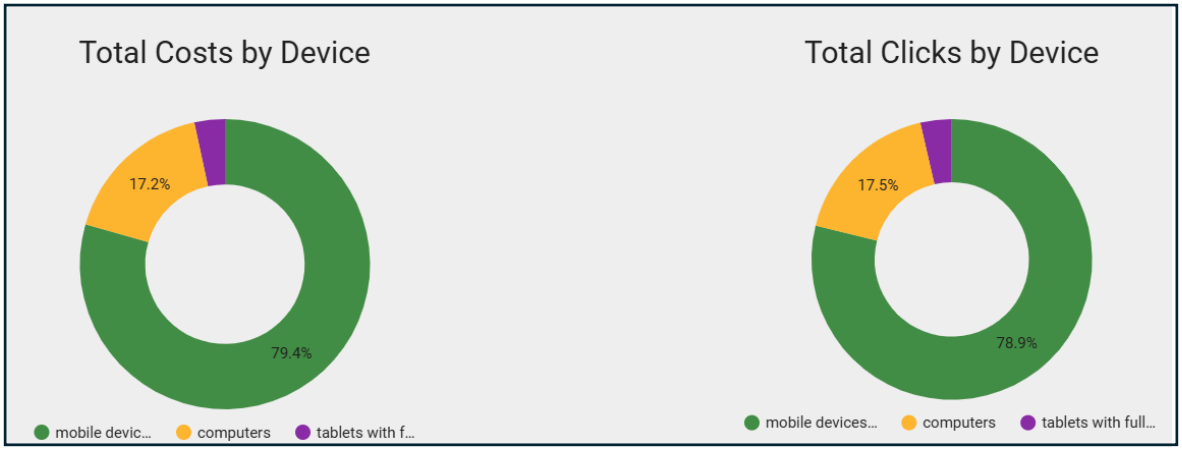
IMPRESSIONS 2.5K ↑ 884 & CLICKS 194.0 ↑ 76



CONVERSIONS 0 0 vs COSTS £342 ↓ £-73.15



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£272	2,086	153	7.33%	£1.78	0	£0	0%
2.	computers	£59	393	34	8.65%	£1.73	0	£0	0%
3.	tablets with full browsers	£12	38	7	18.42%	£1.66	0	£0	0%
	Grand total	**£342**	**2,517**	**194**	**7.71%**	**£1.76**	**0**	**£0**	**0%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£239	2,113	151	7.15%	£1.58	0	£0	0%
Cleaning Services	£103	404	43	10.64%	£2.39	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	**£342**	**2,517**	**194**	**7.71%**	**£1.76**	**0**	**£0**	**0%**

HIGHLIGHT (26/05/2025 – 01/06/2025)

SALES

Promising Leads & Contracts Signed

1. **Ana Soria, Enmotion Ltd – Customer**
   Service Requested – Linen Hire (Tablecloth – One time)
   Invoice amount – **£189.94**
   Frequency – Occasional
   Location - Flat 4, 70 North End Road, London, W14 9EP

2. **Wojciech Olczak, Urban Key – Contract Signed**
   Service Requested – Laundry Services
   Estimated quote amount - **£75 per order per location**
   Frequency – Weekly
   Location - 6
   - Flat A Denim Studios 6 Davenant Street E1 5AQ Lockbox: 1986
   - Flat E, 11 Gauden Road SW4 6LR Lockbox : 1719 Flat 2 (first floor)
   - 29 Craven Street WC2N 5NT Flat 1 39-41 Leather Lane EC1N 7TJ
   - Flat 99 Peregrine house Hall Street EC1V 7PR
   - 75 Riders Tower, 39 Track Street, Walthamstow E17 7FQ
   - Flat 7 Walbrook Gardens, 58 Heartwell Avenue London E16 1RT

3. **Azim, Pentagon Holdings – Promising Lead**
   Service requested – Linen Hire Services
   Estimated Quote amount – **£322 approx. per order**
   Location – 38 Grove Hill, E18 2JG

4. **Iona Konsta, Airbnb – Promising Lead**
   Service Requested – Linen Hire + Cleaning Services
   Estimated quote amount - **£92 per service**
   Delivery Location – W4 4BX

Status – She liked the amended quotation in terms of prices and discussing it internally to finalise. Still waiting for her response here. She should be finalising later this week.

5. **Hugh, Harrison Bar & Hotel – Promising Lead**
   Service Requested – Linen Hire
   Lead Source – Cold Emails
   Estimated quote amount - **£51.42**
   Delivery Location – WC1H 8JF
   Status – Waiting for the feedback

6. **Linda Iacobucci, Home 2 Home Property Staging Ltd – Promising Lead**
   Service Requested – Linen Hire
   Estimated quote amount – **£113.23**
   Location – Slough
   Requirement – 10 sets per week
   Status – Prospect has requested for samples to be sent.

7. **Gina Mok, Airbnb – Promising Lead**
   Service Requested – Cleaning + Linen Hire
   Estimated quote amount - **£80** approx. per booking
   Location – TBD
   Status – Quotation is under review

8. **York Hotel – Promising Lead**
   Service Requested – Purchase (Pillow and Duvet)
   Estimated Quote amount - **£725.99 approx. per order**
   Location - IG1 3AD
   Status – Currently, the manager is busy with other project and will get back to us once he gets an approval.

9. **Saji Hotel – Promising Lead**
   Service Requested – Linen Hire
   Estimated quote amount – TBD

Location – Ilford
Status – Umar will share the quantity soon.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion - **£342.1 (Total spent)**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£103**
   Leads generated – **0**
2. Hire Ads spent - **£239**
   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)	1	4
Cleaning Services	0	0
Laundry Only Services	1	0
Cleaning + Linen Hire	0	1
Purchase	0	1
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**2**	**6**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	18	£4,547.28
Turnover pack	1	£22,398.00
Electrical Appliance	1	£288.00
Laundry Only	3	£290.02
Damage Recovery	0	£0.00
Hire + Cleaning Services	2	£160.32
Cleaning Services	2	£973.80
Total	**27**	**£28,657.42**

DMC* - £805.80 + £288 + £22,398 = *£23,491.80

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	21
Laundry Only	3
Cleaning Services	0
Cleaning + Hire	5
Total	**29**

Number of clients placed the order - 18

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	2
Purchase	1
Laundry Only Services	0
Linen Hire + Cleaning	1
Invalid Query	2
GRAND TOTAL	**6**

Self-sourced Leads - 1

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	80	20.00	4
Abhishek	68	17.00	4
Suraksha	68	45.33	1.5
GRAND TOTAL	**216**	**82.33**	**9.5**

TENTATIVE SCHEDULE FOR NEXT WEEK (02/06/2025 – 08/06/2025)

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	02/06/2025
Ahmad Hassan	Linden House Hotel	x80 Double Sheet x80 Single Sheet x100 Pillowcases x200 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	02/06/2025
Elena Ferrara	Magic Stay	X200 Bath Towels x200 Hand Towels X100 Bathmats	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Delivery & Collection	02/06/2025
Ibrahim	Afaad Properties	Cleaning Quantities on the new format	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	Delivery, Cleaning & Collection	02/06/2025
Steven Wong	Messiah Property Ltd	9 King Linen Sets (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat E, 1 Glazbury Road, London, W14 9AS	Delivery, Cleaning & Collection	02/06/2025
Abhishek Garodia	Abhishek Garodia	Cleaning Quantities on the new format	Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ	Delivery, Cleaning & Collection	03/06/2025

Anna	Pass the Keys	1 Super King Linen Set 1 King Linen Set 2 Single Linen Set	10 Mossford Street, Bow, London, E3 4TH	Delivery, Cleaning & Collection	03/06/2025
Clarissa Soccenti	London Urban Escape Ltd	1. CAMDEN 14 Camden High Street, London, NW1 0JH ENTRANCE DOOR CODE: C1259 (STORAGE ROOM CODE: C2478X) at the bottom of the staircase on ground floor) 20x KING SETS (King Linen Set Hire (Bed + Bath), polycotton White) 20x bath mats (polycotton White) 2. WESTB 1 Westbourne Crescent, W2 3DB Entrance door code: 1827 (leave linen inside BOX 1 to the right hand side of the entrance door) 20x king sets (King Linen Set Hire (Bed + Bath), 100% Cotton White) 20x bath mats (King Linen Set Hire (Bed +	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, W2 3DB	Delivery & Collection	03/06/2025

		Bath), 100% Cotton White)			
Yuliya Trafileva	YBB Rent	King sheets 5 Single sheets 10 Single duvet cover 5 Pillowcases 7 Bath towels 9 Hand towel 9	Flat 2, 179 Battersea Park Road, SW8 4LR	Delivery & Collection	03/06/2025
Willa Bowman	Quest Professional	Tablecloth Hire x9	St Paul's 58–60 Carter Lane London EC4V 5EA England	Delivery	03/06/2025
Mostafa Iqbal	London Holiday Rental	PILLOWCASE : 80 DOUBLE DUVET COVER: 45 DOUBLE BED SHEET: 45 BATH TOWEL: 80 Hand Towel : 20	124 Mile End Road E1 4UN	Delivery & Collection	03/06/2025
Ahmad Hassan	Linden House Hotel	x80 Double Sheet x80 Single Sheet x100 Pillowcases x200 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	04/06/2025
Wojiciech	Urban Key	x3 Linen sets to collect (Laundry only) x2 King Size Linen sets	29 Craven Street, WC2N 5NT	Delivery & Collection	04/06/2025

		(Rental) (100% cotton) (x4 PC, x1 DC, x1 BS, x2 BT, x2 HT, x1 FT & x1 BM)			
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	04/06/2025
Anna	Pass the Keys	1 King Linen Set	Flat 186 Berglen Court, E14 7JZ	Delivery, Cleaning & Collection	04/06/2025

Johhny Romana	Johhny Romana	25 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)	29 Ridge Hill London NW11 8PR	Delivery & Collection	04/06/2025
Olivia	Caius Capital	x20 Bath Towels (Rental)	Caius Capital LLP, 2 Park Street, London, W1K 2HX	Delivery & Collection	04/06/2025
Heidi Kampa	La Bibliotheque	25 bathmats 25 bed sheets 25 duvet covers 80 pillowcases 45 bath towels 45 hand towels	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	04/06/2025
Pam Nash	Tottenham Abode	18 Dunloe Avenue, London, N17 6LA:- • 5 Double Linen Sets (x2 PC, x1 DC, x1 BS, x2 BT + x2 HT) • 2 Single Linen Sets (x1 PC, x1 DC, x1 BS, x1 BT + x1 HT) 26 Roslyn Road, N15 5ET:- • 7 Single Linen Sets (x1 PC, x1 DC, x1 BS, x1 BT + x1 HT) • 1 Double Linen Set (x2 PC, x1 DC, x1 BS, x2 BT + x2 HT)	6 Barstall Road, N15 5EN Collection 26 Roslyn Road, N15 5ET Delivery & Collection 18 Dunloe Avenue, London, N17 6LA Delivery & Collection	Delivery & Collecton	05/06/2025

Steven Wong	Messiah Property Ltd	12 Single Linen Sets (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Flat 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG	Delivery, Cleaning & Collection	05/06/2025
Corentin Muller	Seeker Estates Ltd	20 Double Set with Bathmats (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) 15 King Set with Bathmats (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) 2 Super 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	05/06/2025
Ana Soria	Ana Soria	COLLECTION OF TABLECLOTHS PROVIDED	Flat 4, 70 North End Road, W14 9EP	Collection	05/06/2025
Jennifer Atienza	Pankhurst London	Laundry Only	Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU	Delivery & Collection	05/06/2025

Blagovesta Kyuchukova	Building Clean London LTD	10 super king sets(without towels) 20 single sets(without towels) 40 king size sets(without towels 20 sets)	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	05/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	11 Romola Road, SE24 9BA	Delivery & Collection	05/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	11 Stubbs Way, London, SW19 2UW	Collection	05/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	174 Tooting High Street, SW17 0RT	Delivery & Collection	05/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	244 Wimbledon Park Road SW18 5RL	Delivery & Collection	05/06/2025
Tibor Matta	Airbnb	**75 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	05/06/2025
Ahmad Hassan	Linden House Hotel	x80 Double Sheet x80 Single Sheet x100 Pillowcases x200 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	06/06/2025

Steven Wong	Messiah Property Ltd	5 King Linen Sets (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) 7 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	06/06/2025
Nima HP	Key Bridge Limited	**x40 Double Linen Set 72 Park Way, NW1 7AH** **x20 Double Linen Set 253 Royal College Street, NW1 9LU** **x20 Double Linen Set 76 Neal Street, WC2H 9AJ** **x20 Double Linen Set 3A Golders Green Road, NW11 8DY**	72 Park Way, NW1 7AH 253 Royal College Street, NW1 9LU 76 Neal Street, WC2H 9AJ 3A Golders Green Road, NW11 8DY	Delivery & Collection	06/06/2025
Perfect Touch Cleaning Services	Perfect Touch Cleaning Services	16x King Linen Set 24x Single Linen Set	3 Crown Close Farnham, SL23 GE	Delivery & Collection	06/06/2025
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	06/06/2025
Abhishek Garodia	Abhishek Garodia	Cleaning Quantities on the new format	Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ	Delivery, Cleaning & Collection	07/06/2025

Anna	Pass the Keys	Cleaning Quantities on the new format	10 Mossford Street, Bow, London, E3 4TH	Delivery, Cleaning & Collection	07/06/2025
Natalie Emmerson	Natalie Emmerson	Cleaning Quantities on the new format	8 Broxash Road, London, SW11 6AB	Delivery, Cleaning & Collection	08/06/2025
Anna	Pass the Keys	Cleaning Quantities on the new format	40 Manchester Grove, London E14 3BG	Delivery, Cleaning & Collection	08/06/2025
Shaheen D'Souza	N/A	Domestic cleaning - Apartment clean	48 Cedar Road, Cricklewood, NW2 6SP	N/A	08/06/2025