londonist

HOSPITALITY

# WEEKLY SALES & MARKETING SUMMARY

**23/06/2025 – 29/06/2025**

# QUICK GLANCE AT FIGURES

£

**TOTAL SALES**

£60,060.93

**TOTAL INVOICES**

45

**NEW LEADS**

20

**QUOTES SENT**

1

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**CONVERSIONS**

0

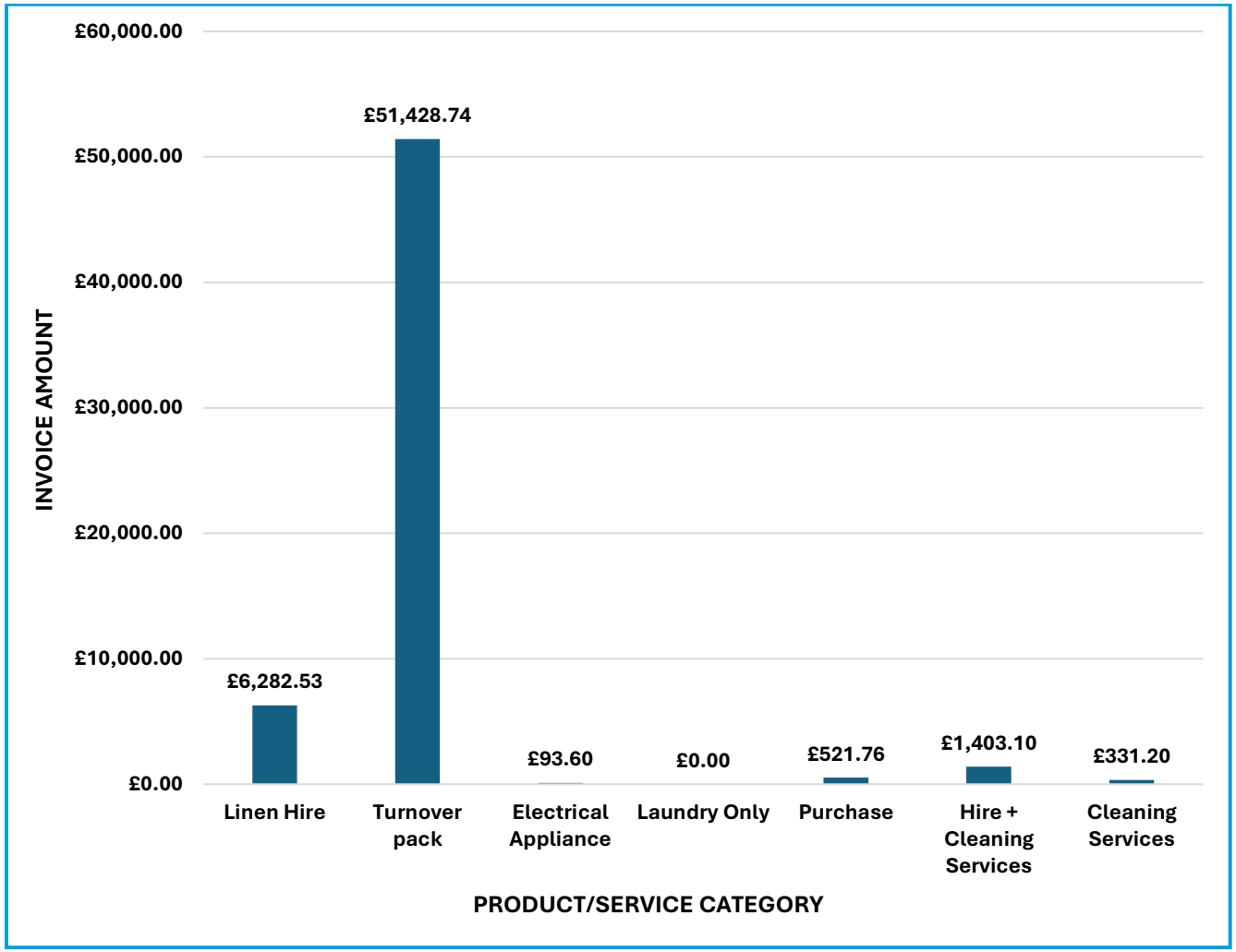
**ORDERS DELIVERED**

50

**AMAZON ORDERS**

9

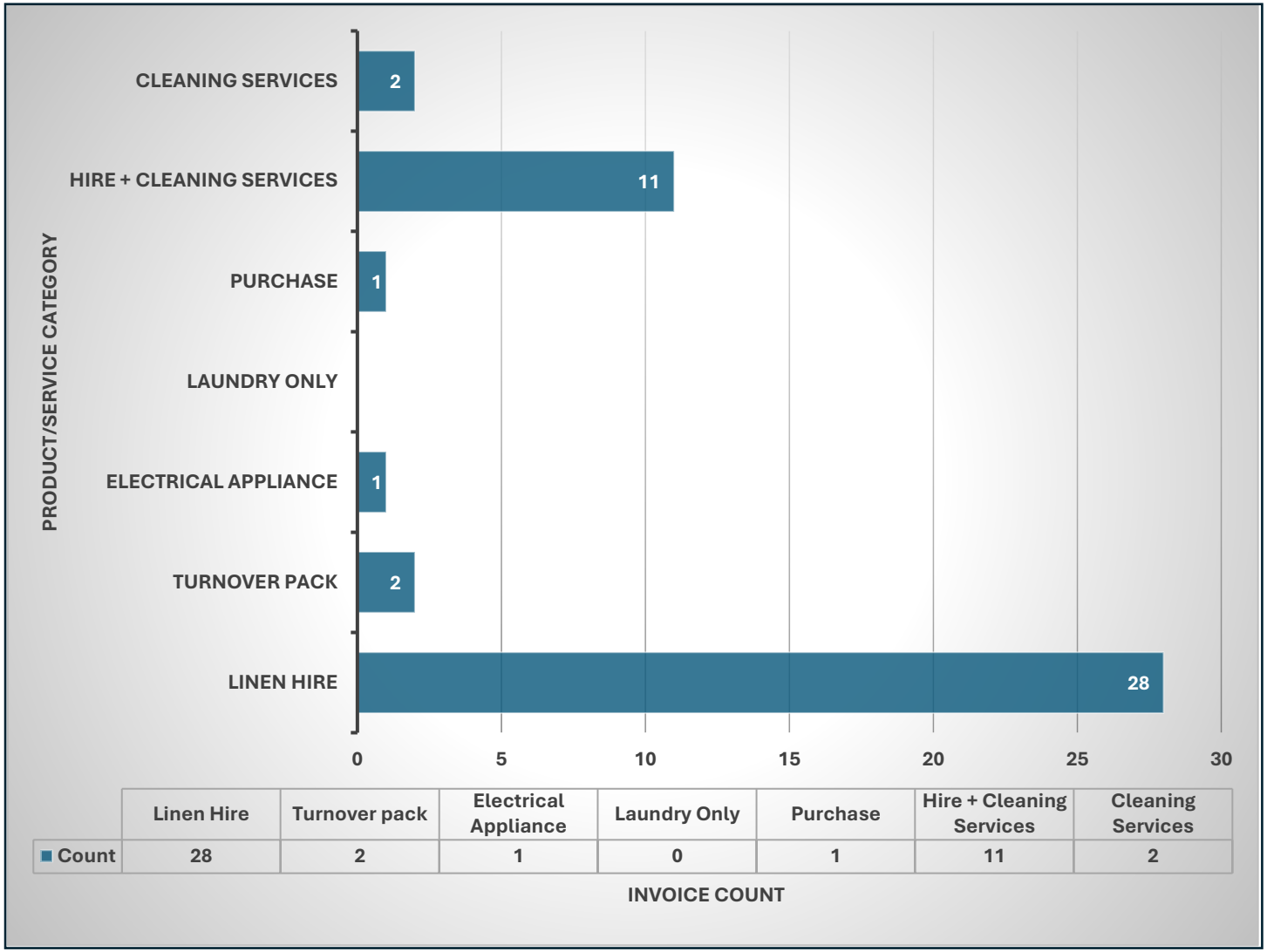
# DETAILED GLANCE OF SALES – INVOICE AMOUNT




**TOTAL AMOUNT: £60,060.93**

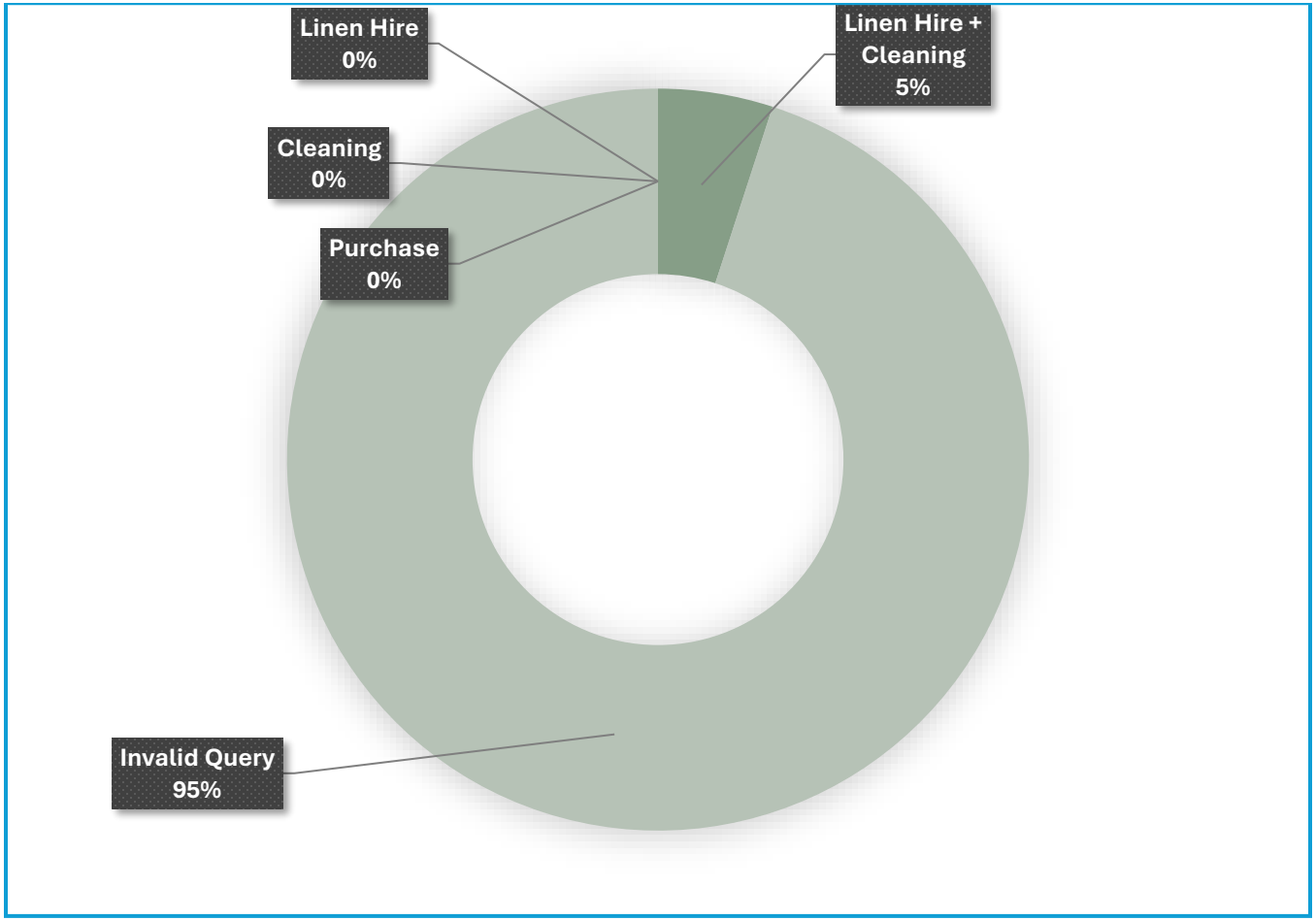
DMC sales: **£51685.54**
Other (LHS Clients): **£8,375.39**

# DETAILED STATISTICS – INVOICE COUNT (45)

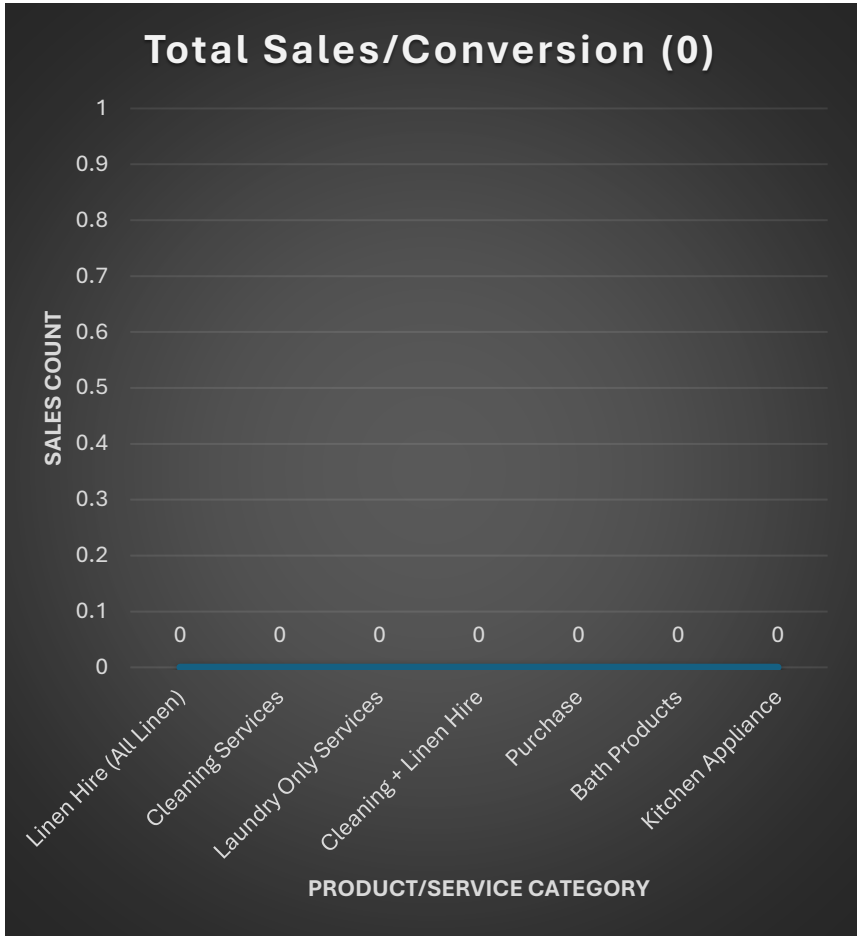


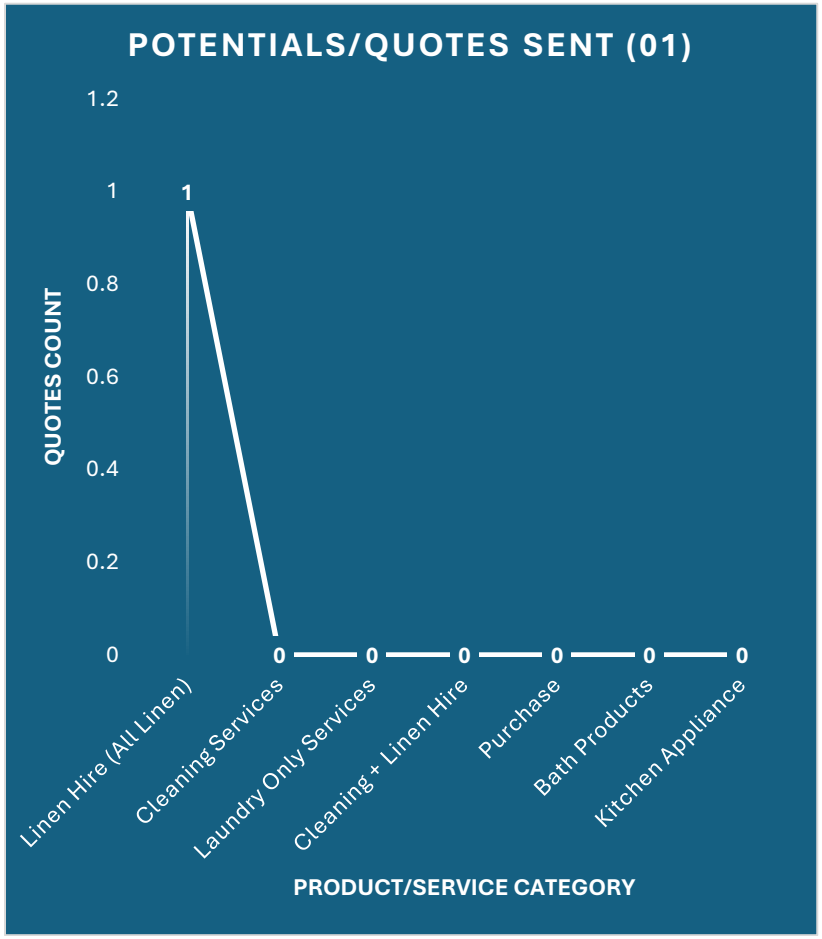

| | Linen Hire | Turnover pack | Electrical Appliance | Laundry Only | Purchase | Hire + Cleaning Services | Cleaning Services |
|---|---|---|---|---|---|---|---|
| Count | 28 | 2 | 1 | 0 | 1 | 11 | 2 |

# LEADS RECEIVED DURING THE WEEK (20)

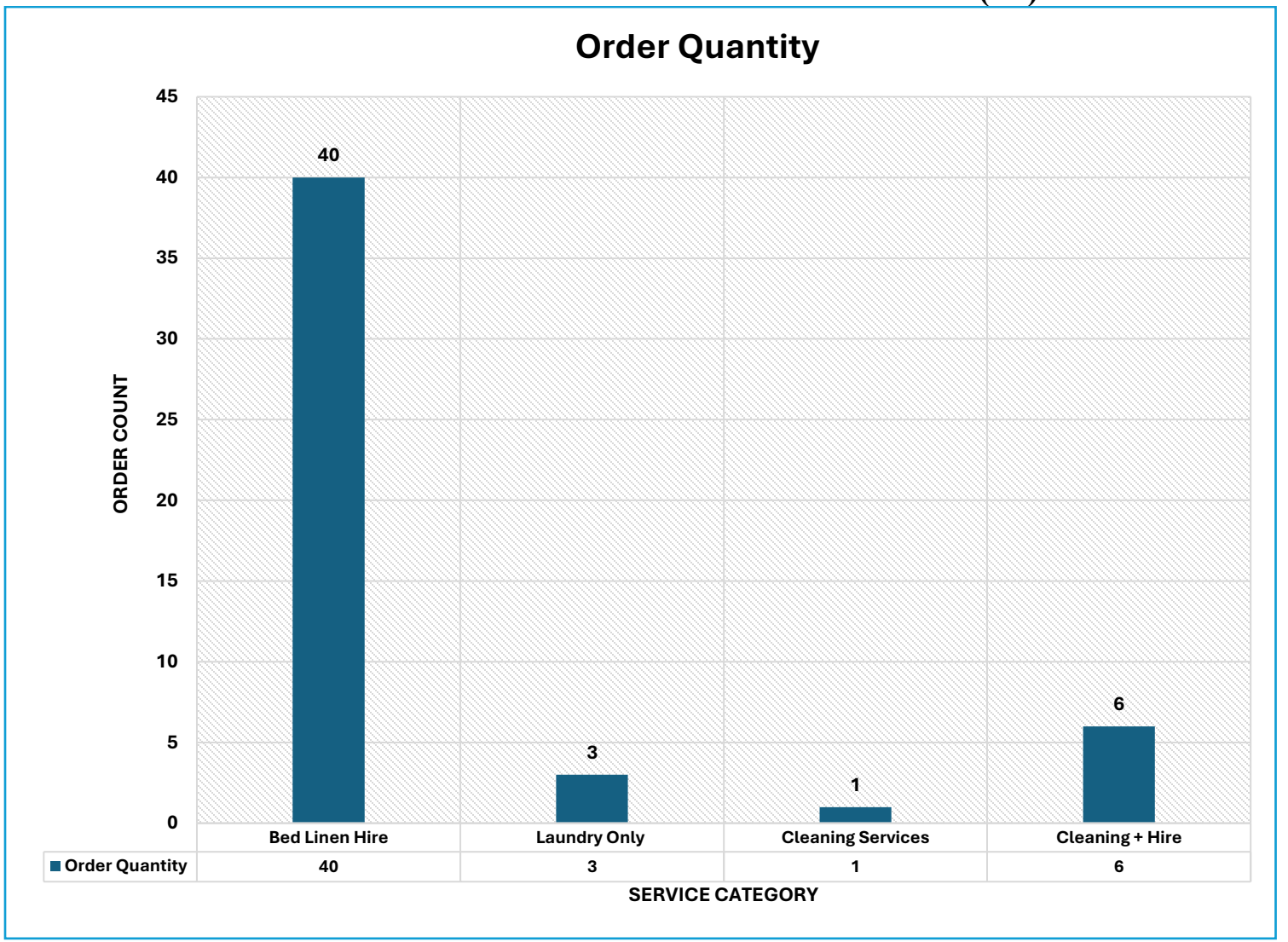


# SALES TEAM ACTION



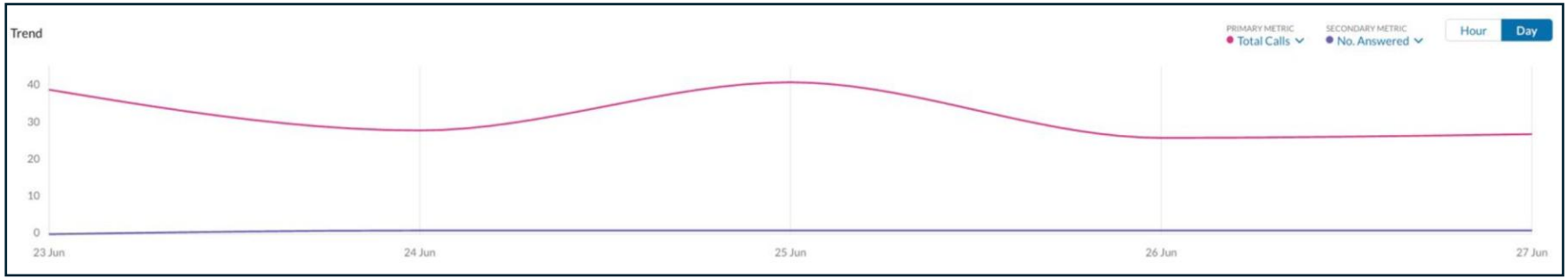
# ORDERS DELIVERED DURING THE WEEK (50)




**NOTE:** Number of clients placed the order **- 10**

# SALES CALL INSIGHTS

**Sales Agent: Calvin & Abhishek**
Total Calls during 5 working days of the week**: 161**
Average calls: Abhishek – **23 per day**, Calvin – **9 per day**

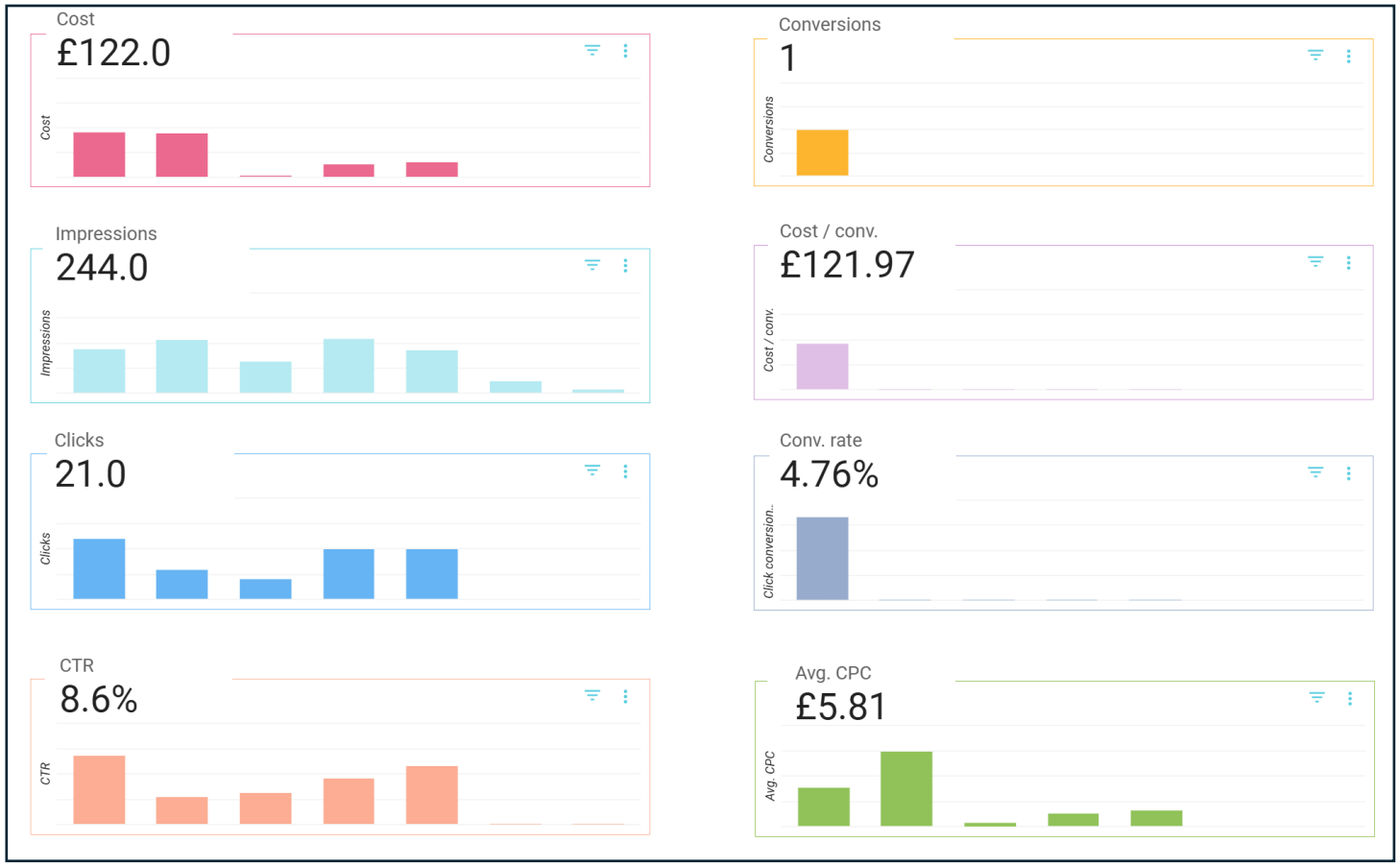



| Name | Ext. | Total Calls | Avg. Calls/day | No. Inbound | No. Outbound | % Missed (w/VM) | Avg. Handle Time |
|---|---|---|---|---|---|---|---|
| Abhishek Singh | 706 | 116 | 23.20 | 1 | 115 | 100.0% | 00:36 |
| Hospitality Office | 704 | 45 | 9.00 | 9 | 36 | 55.6% | 01:53 |

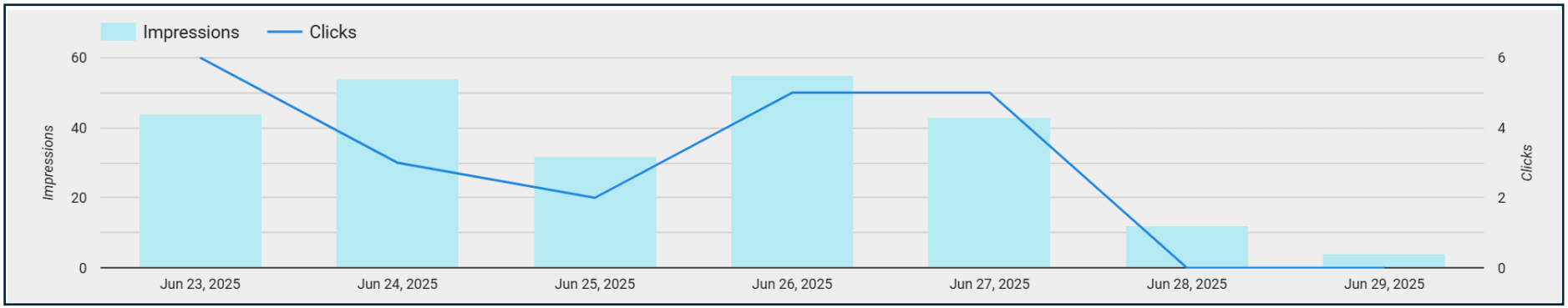
**Note:** Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 5 working days.

# MARKETING PAID AD PERFORMANCE DURING THE WEEK

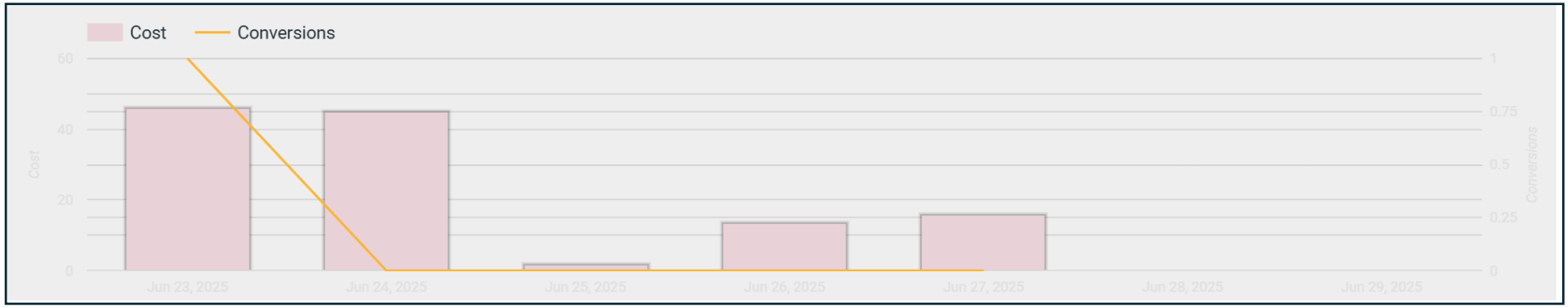
## Google Ads
## PERFORMANCE METRICS



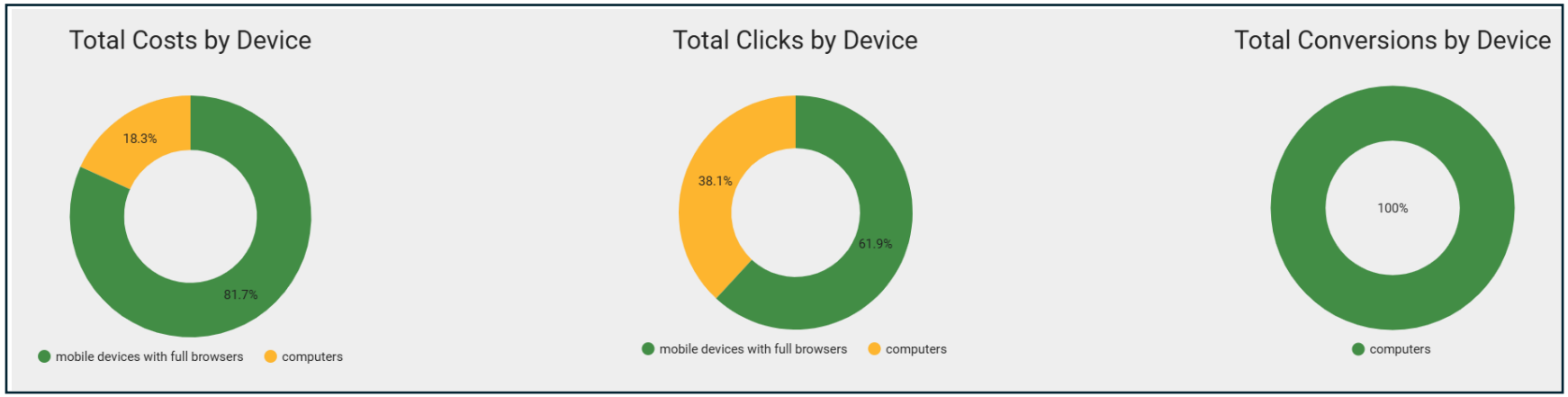
## IMPRESSIONS 244.0 -996 & CLICKS 21.0 -65




## CONVERSIONS 1 0.33 vs COSTS £122 £-93.21



# USER DEVICE PERFORMANCE

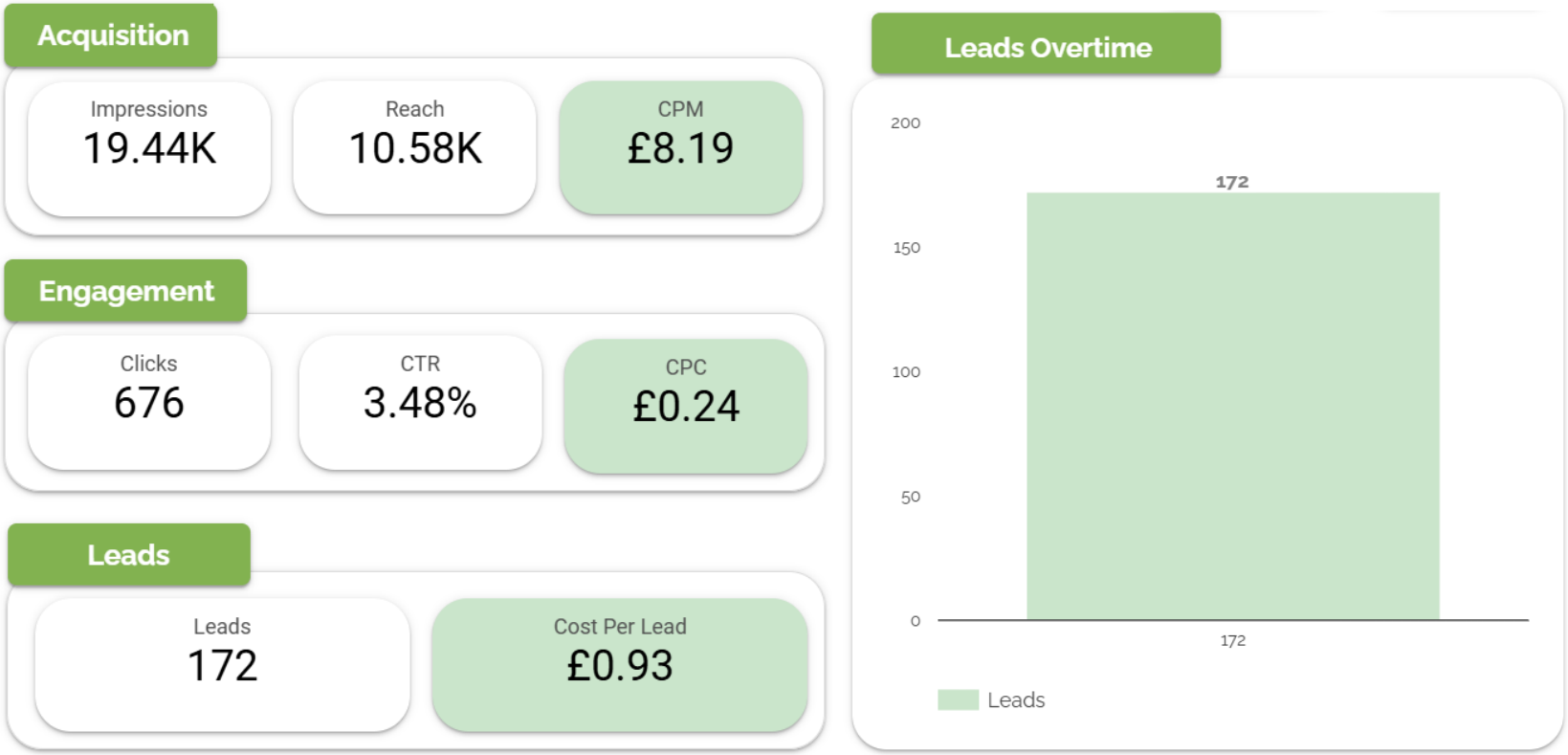



| | Device | Cost | Impressions | Clicks | CTR | Avg. CPC | Conversions | Cost / conv. | Conv. rate |
|---|---|---|---|---|---|---|---|---|---|
| 1. | mobile devices with full browsers | £100 | 187 | 13 | 6.95% | £7.67 | 0 | £0 | 0% |
| 2. | computers | £22 | 57 | 8 | 14.04% | £2.79 | 1 | £22.3 | 12.5% |
| | **Grand total** | **£122** | **244** | **21** | **8.61%** | **£5.81** | **1** | **£121.97** | **4.76%** |

# CAMPAIGN PERFORMANCE

| Campaign | Cost ▾ | Impressions | Clicks | CTR | Avg. CPC | Conversions | Cost / conv. | Conv. rate |
|---|---|---|---|---|---|---|---|---|
| Hire Services | £106 | 149 | 15 | 10.07% | £7.09 | 1 | £106.3 | 6.67% |
| Laundry Services | £15 | 62 | 5 | 8.06% | £2.9 | 0 | £0 | 0% |
| Cleaning Services | £1 | 33 | 1 | 3.03% | £1.17 | 0 | £0 | 0% |
| Hire Services_UK | £0 | 0 | 0 | 0% | £0 | 0 | £0 | 0% |
| Products | £0 | 0 | 0 | 0% | £0 | 0 | £0 | 0% |
| **Grand total** | **£122** | **244** | **21** | **8.61%** | **£5.81** | **1** | **£121.97** | **4.76%** |

# Meta Ads (Job Enquiries)
# PERFORMANCE METRICS




Amount spent: **£159.11**
Conversions (Leads generated): **172**

# HIGHLIGHT (23/06/2025 – 29/06/2025)

## SALES

**Promising Leads & Contracts Signed**

1. **Charlie, Meraki Studios – Promising Lead**
   Service Requested – Cleaning Services
   Requirement – Cleaning 2 floors for 3 Days a week
   Estimated quote amount - **TBD**
   Location – 66 Pembroke Road, Kensington, W8 6NX
   Status – Site visit needs to be rescheduled based on the current Operational situation.
2. **Jay, Publicis Sapient – Promising Lead**
   Service Requested – Linen Hire + Cleaning services
   Estimated quote amount – **£97.02 per order**
   Frequency – Once a week (Depends on booking)
   Location – Balham
   Status – He needs deep cleaning for the first time and then regular cleaning afterwards on a continuous basis.
3. **Chris, Airbnb – Promising Lead**
   Service Requested – Linen Hire + Cleaning Services (2 room property)
   Estimated Quote Amount – £143 per services
   Frequency – Based on booking
   Location - 10 Porchester terrace Flat 6 W2 3TL 3rd Floor, Bayswater
   Feedback – Shared the quotation and waiting for feedback.
4. **Ervin Shaqiri, Pintus**
   Service Requested **–** Table Linen Hire
   Estimated Quote Amount **–** TBD
   Frequency **–** Once a week
   Location **–** Clapham Junction
   **Feedback** – A site visit was attempted on 24th June 2025, and the owner has requested for 60 tablecloths per week. And the stock count of our required tablecloth is 30 pieces only and the prospect has also shared the quote from his current supplier which looks cheaper.

# MARKETING

**Google Ads Cost per Conversion:**

Total Leads Received – **1**

Cost per Conversion - **£122**

**Campaign wise Spent:**

Google Ads –

1. Laundry Ads spent - **£15**
   Leads generated – **0**
2. Hire Ads spent - **£106**
   Leads generated – **1**
3. Cleaning Ads spent - **£1**
   Leads generated – **0**

**Meta Ads Cost per Conversion for JOB APPLICANTS:**

Total Leads Received – **172**

Cost per Conversion - **£159.11**

# Appendix

## SALES TEAM ACTION WOW

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

## INVOICE DETAILS

| Category | Count |
|---|---|
| Linen Hire | 28 |
| Turnover pack | 2 |
| Electrical Appliance | 1 |
| Laundry Only | 0 |
| Purchase | 1 |
| Hire + Cleaning Services | 11 |
| Cleaning Services | 2 |
| **Total** | **45** |

***DMC*** **- £60,060.93**
**LHS (Other clients) - £8,375.39**

## ORDERS DELIVERED

| Category | Order Quantity |
|---|---|
| Bed Linen Hire | 40 |
| Laundry Only | 3 |
| Cleaning Services | 1 |
| Cleaning + Hire | 6 |
| **Total** | **50** |
| **Orders placed - 10 Clients** | |

## LEADS RECEIVED DURING THE WEEK

| Category | Total Leads |
|---|---|
| Linen Hire | 0 |
| Purchase | 0 |
| Cleaning | 0 |
| Linen Hire + Cleaning | 1 |
| Invalid Query | 19 |
| **GRAND TOTAL** | **20** |

***Self-sourced leads - 0***

## SALES CALL DATA

| Category | Number of Calls | Average call/day | Working Days |
|---|---|---|---|
| Calvin | 45 | 9.00 | 5 |
| Abhishek | 116 | 23.20 | 5 |
| **GRAND TOTAL** | **161** | **32.20** | **10** |

**TENTATIVE SCHEDULE FOR NEXT WEEK (30/06/2025 – 06/07/2025)**

| Company Name | Order Ref | Delivery Address | Contact Details | Order Description |
|---|---|---|---|---|
| Linden House Hotel | INV-002504 | 4-6 Sussex Pl, Tyburnia, London W2 2TP | 07846 366 652 | %100 Cotton |
| Magic Stay London | INV-002466 | Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN | 07717 613 340 / 07719 777 616 | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| Voyage Stay | INV-002496 | Wigmore Place, W1U 2LS | 7544801629 | Sets |
| Voyage Stay | INV-002496 | 66 Hereford Road, W2 5AJ | 7544801629 | Sets |
| Afaad Properties | INV-002484 | Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE | 7948977750 | Cleaning |
| Natalie Emmerson | INV-002445 | 8 Broxash Road | +44 7539 476762 | Cleaning |
| Abhishek Garodia | INV-002485 | Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ | +44 7478 904582 | CANCELLED |
| Messiah Properties | INV-002478 | Flat 11: 293 Ballards Lane, N12 8NP | 07786 080 000/ 0204 603 4190 | %100 Cotton - Sets |
| Messiah Properties | INV-002483 | 79 Maidenstone Hill, SE10 8SY | 07786 080 000/ 0204 603 4190 | %100 Cotton - Sets |
| Messiah Properties | INV-002481 | Flat 12 Peninsula Court, 121 East Ferry rd, E14 3LH | 07786 080 000/ 0204 603 4190 | %100 Cotton - Sets |
| Building Clean London | INV-002507 | 57-59 Philbeach Gardens, SW5 9EE | 07562 448 464 | Itemised(Only plain) |
| Kiyora Spa | NA | 97 Old Brompton Road, Kensington, SW7 3LD | 07751141620 / 020 7052 9149 | Towel Laundry (Hand towel/Tea Towel)<br>Laundry includes Washing and folding services |
| Perfect Touch Cleaning Services | INV-002500 | 0A Raipur Court, 75A Slough Road , Iver, Buckinghamshire, SL0 0DW | 07766846868 | Sets |

| | | | | |
|---|---|---|---|---|
| Art of Smile | INV-002508 | 2 Gladstone Park Gardens, NW2 6JU | 07507 925 485 | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| Art of Smile | INV-002508 | 84 Harlesden Road, NW10 2BE | 07507 925 485 | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| Art of Smile | INV-002508 | 140 Clitterhouse Cress, NW2 1DA | 07507 925 485 | Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| London Urban Escape | INV-002498 | 1 Westbourne Crescent, London, W2 3DB | 07481 154 511 | %100 Cotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| London Urban Escape | INV-002498 | 14 Camden High Street, London, NW1 0JH | 07481 154 511 | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| Linden House Hotel | INV-002505 | 4-6 Sussex Pl, Tyburnia, London W2 2TP | 07846 366 652 | %100 Cotton |
| Caius Capital LLP | INV-002499 | 2 Park Street, London, W1K 2HX | 0207 190 7940 | Only towels |
| Messiah Properties | INV-002490 | Flat 2, 152 Lambeth Rd, SE1 7DF | 07786 080 000/ 0204 603 4190 | %100 Cotton - Sets |
| Messiah Properties | INV-002479 | Flat E, 1 Glazbury Road, London, W14 9AS | 07786 080 000/ 0204 603 4190 | %100 Cotton - Sets |
| City Sparrow Apartments | INV-002510 | 278 Saint James Road, Wetons House, London, SE1 5JX | +44 7549 853927 | Sets |
| London Holiday Rental | INV-002511 | 124 Mile End Road, E1 4UN | +44 7548 067617 | Itemised |
| Westeen Properties | Collection | E3 4LU, 45 St. Clair House, British Street | +44 7379 621223 | Collection |
| La Bibliotheque | INV-002509 | La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL | 07799 007 963 / 01450 367 110 | Itemised |

| | | | | |
|---|---|---|---|---|
| Seeker Estates Ltd | INV-002476 | Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH | 07397 573 367 | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) |
| Magic Stay London | INV-002514 | Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN | 07717 613 340 / 07719 777 616 | Only Bathmats & Collection |
| Abhishek Garodia | INV-002486 | Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ | +44 7478 904582 | CANCELLED |
| Pam Nash | INV-002497 | 26 Roslyn Road, N15 5ET | 7399153138 | Sets |
| Pam Nash | INV-002497 | 18 Dunloe Avenue, N17 6LA | 7399153138 | Sets |
| Pankhurst London | NA | Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU | 07766 811 141 | Pack accordingly - Towels |
| Building Clean London | INV-002513 | 57-59 Philbeach Gardens, SW5 9EE | 07562 448 464 | Sets |
| Building Clean London | TBC | 11 Romola Road, SE24 9BA | +44 7806 683932 | Sets |
| Building Clean London | TBC | 11 Stubbs Way, London, SW19 2UW | 07562 448 464 | Sets |
| Building Clean London | INV-002513 | 174 Tooting High Street, SW17 0RT | 07562 448 464 | Sets |
| Building Clean London | INV-002513 | 244 Wimbledon Park Road SW18 5RL | 07562 448 464 | Sets |
| Voyage Stay | INV-002496 | 55A Palliser Road, W14 9EB | 7544801629 | Sets |
| Tibor Matta | INV-002477 | 38 Wansey Street, London, SE17 1JP, | 07858 815 837 | Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT) + (x1 PC, x1 DC, x1 BS, x1 HT, x1 BT) |
| Linden House Hotel | INV-002506 | 4-6 Sussex Pl, Tyburnia, London W2 2TP | 07846 366 652 | %100 Cotton |
| Seeker Estates Ltd | INV-002501 | 10 Upper Montagu Street W1H 2PB | 07397 573 367 | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) |

| | | | | |
|---|---|---|---|---|
| Messiah Properties | INV-002482 | 161A Brook Drive, SE11 4TG | 07786 080 000/ 0204 603 4190 | %100 Cotton - Sets |
| Messiah Properties | INV-002480 | Flat 71 Connaught heights, 2 Agnes George Walk, E16 2FR | 07786 080 000/ 0204 603 4190 | %100 Cotton - Sets |
| Messiah Properties | INV-002512 | Flat 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG | 7787 080 000/ 0204 603 4190 | Sets |
| Natalie Emmerson | INV-002487 | 8 Broxash Road | +44 7539 476762 | Cleaning |
| Key Bridge Limited | TBC | 72 Park Way, NW1 7AH | +44 7367 707044 | Sets |
| Key Bridge Limited | TBC | 253 Royal College Street, NW1 9LU | +44 7367 707044 | Sets |
| Key Bridge Limited | TBC | 76 Neal Street, WC2H 9AJ | +44 7367 707044 | Sets |
| Key Bridge Limited | TBC | 3A Golders Green Road, NW11 8DY | +44 7367 707045 | Sets |
| Kiyora Spa | NA | 97 Old Brompton Road, Kensington, SW7 3LD | 07751141620 / 020 7052 9149 | Towel Laundry (Hand towel/Tea Towel)<br>Laundry includes Washing and folding services |
| Afaad Properties | INV-002489 | Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE | 7948977750 | Cleaning |
| Pass the Keys | INV-002488 | 40 Manchester Grove, London E14 3BG | +44 7308 625885 | Cleaning |
| Shaheen | - | - | - | Cleaning |