londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

02/06/2025 – 08/06/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£48,576.43

TOTAL INVOICES

47

NEW LEADS

16

QUOTES SENT

16

londonist
HOSPITALITY

CONVERSIONS

4

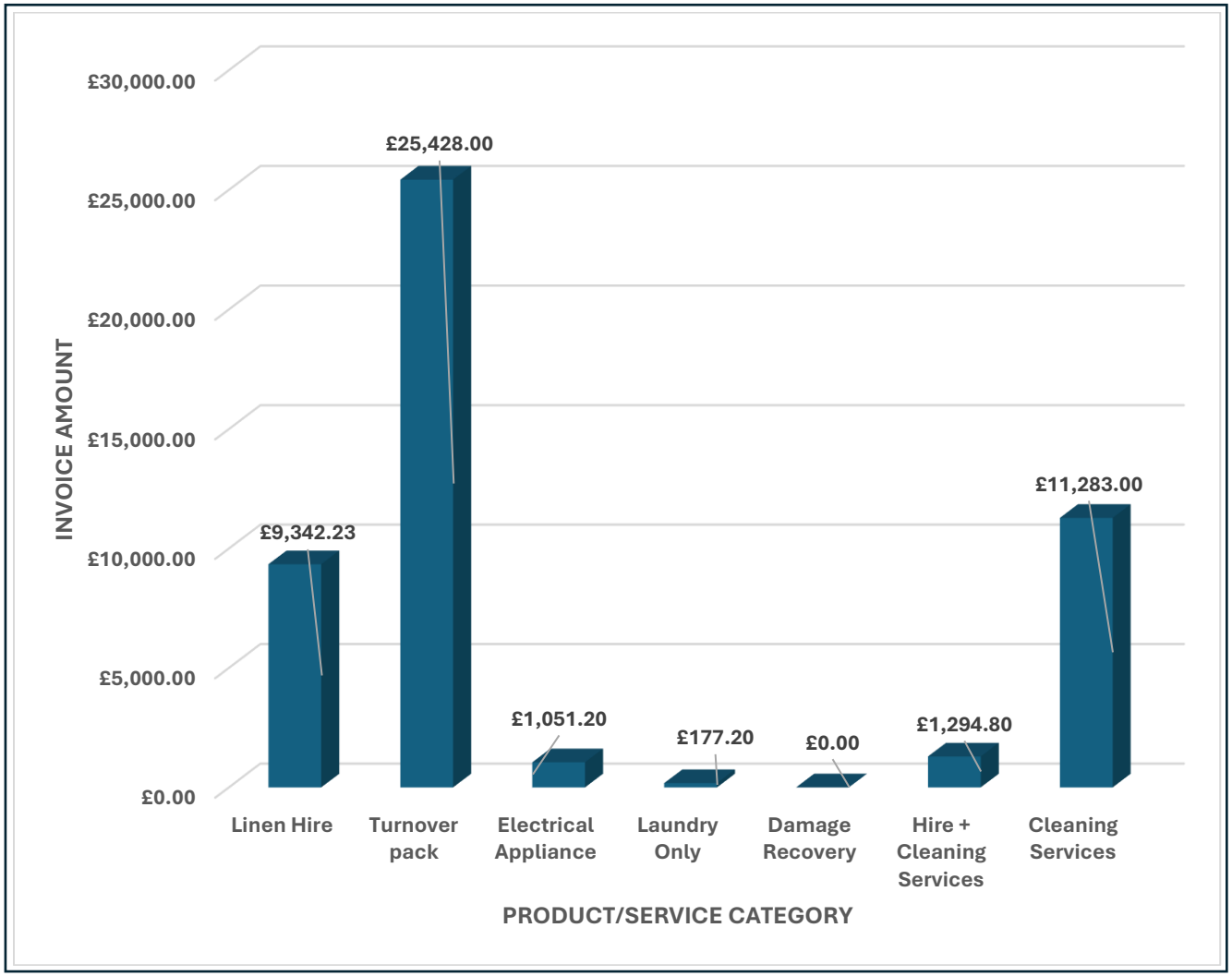
ORDERS DELIVERED

38

AMAZON ORDERS

2

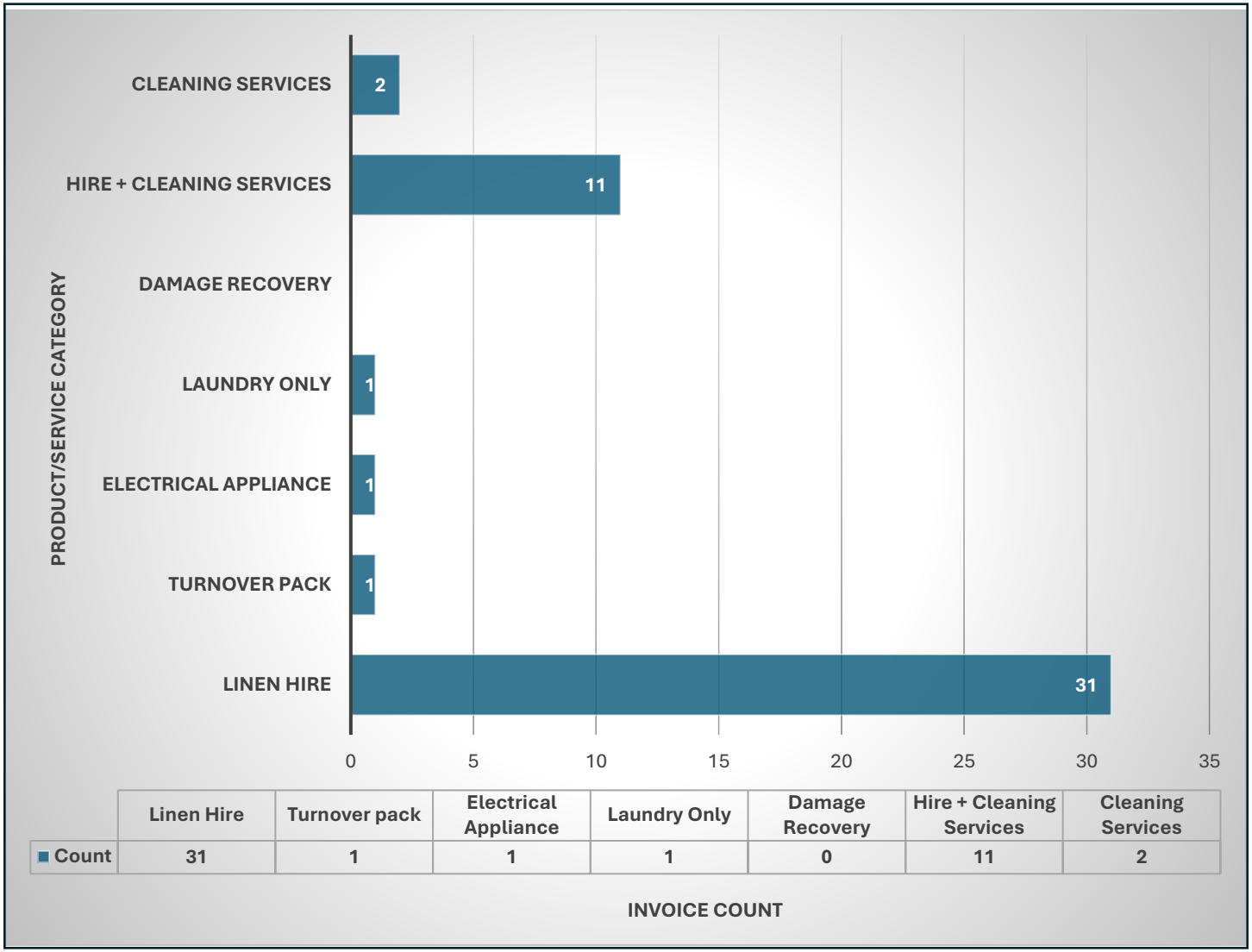
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £48,576.43

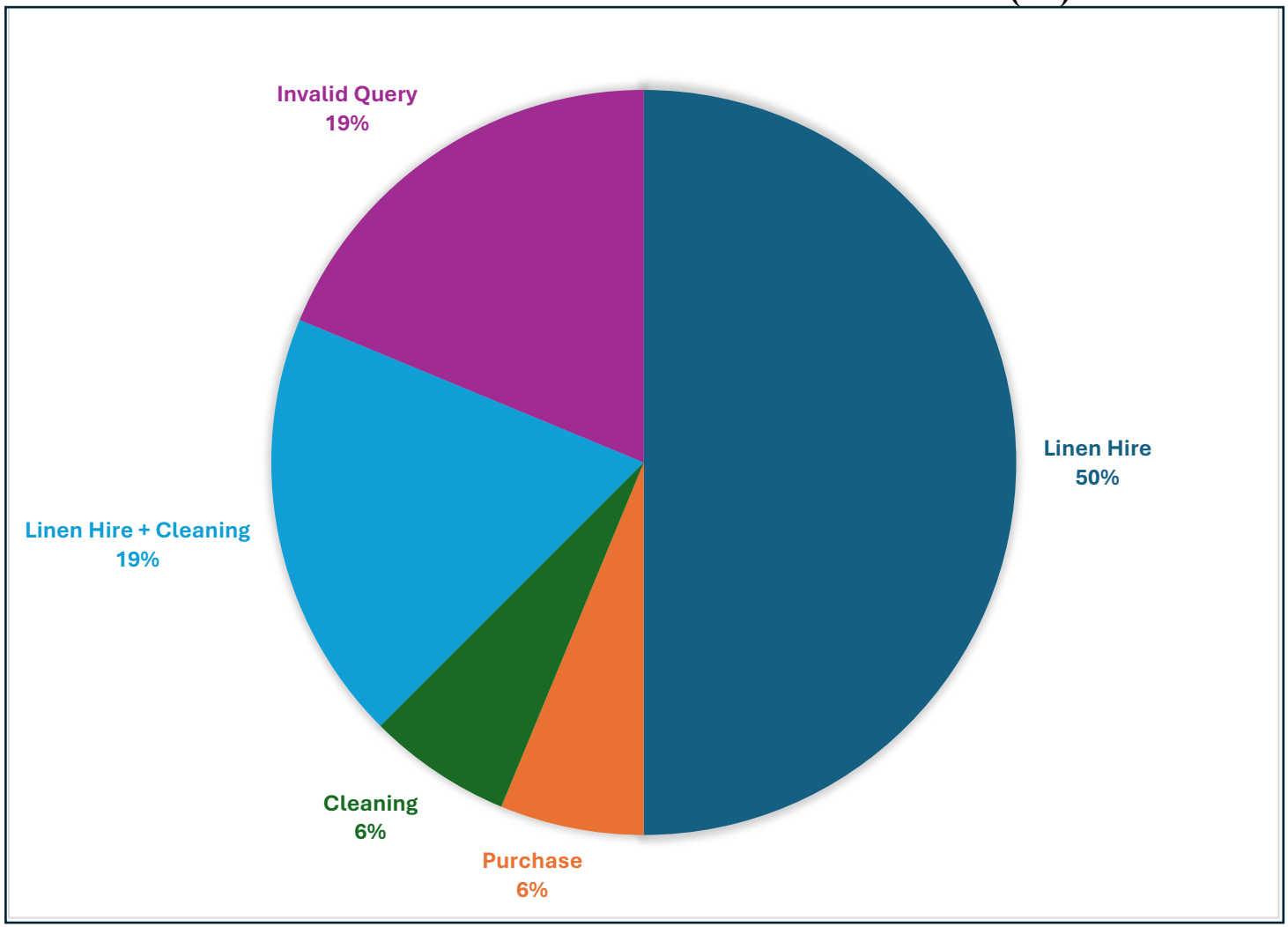
Total Revenue (excluding DMC): **£22,097.23**
DMC sales: **£26,479.20**

DETAILED STATISTICS – INVOICE COUNT (47)



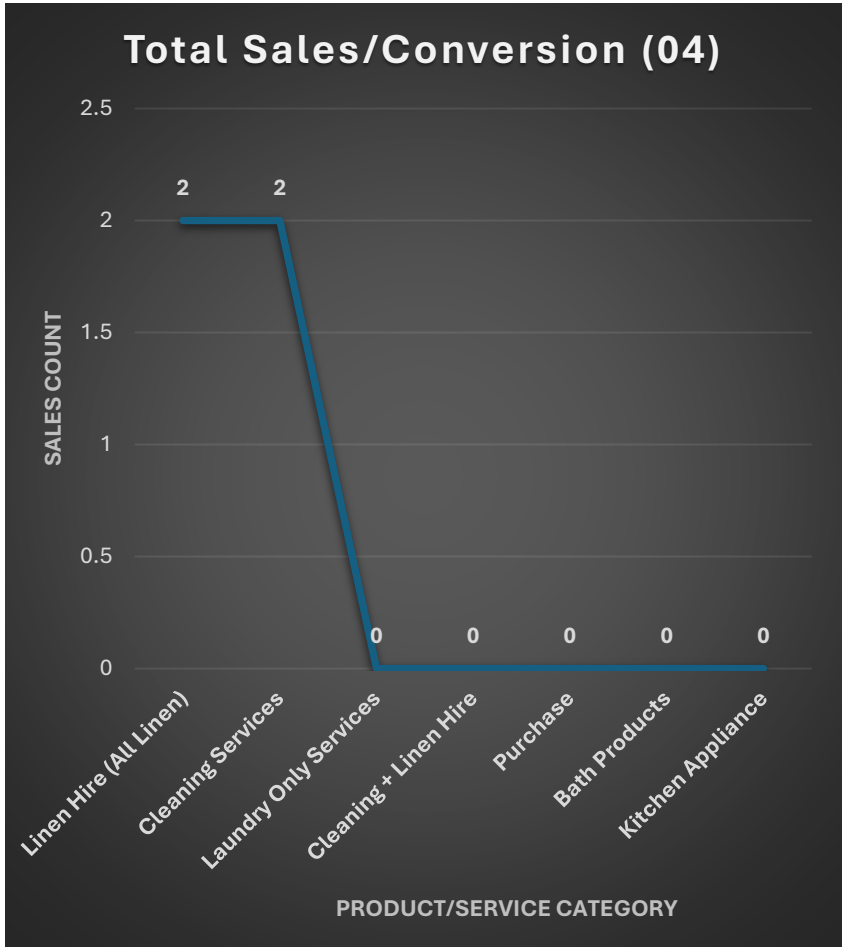
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Damage Recovery	Hire + Cleaning Services	Cleaning Services
Count	31	1	1	1	0	11	2

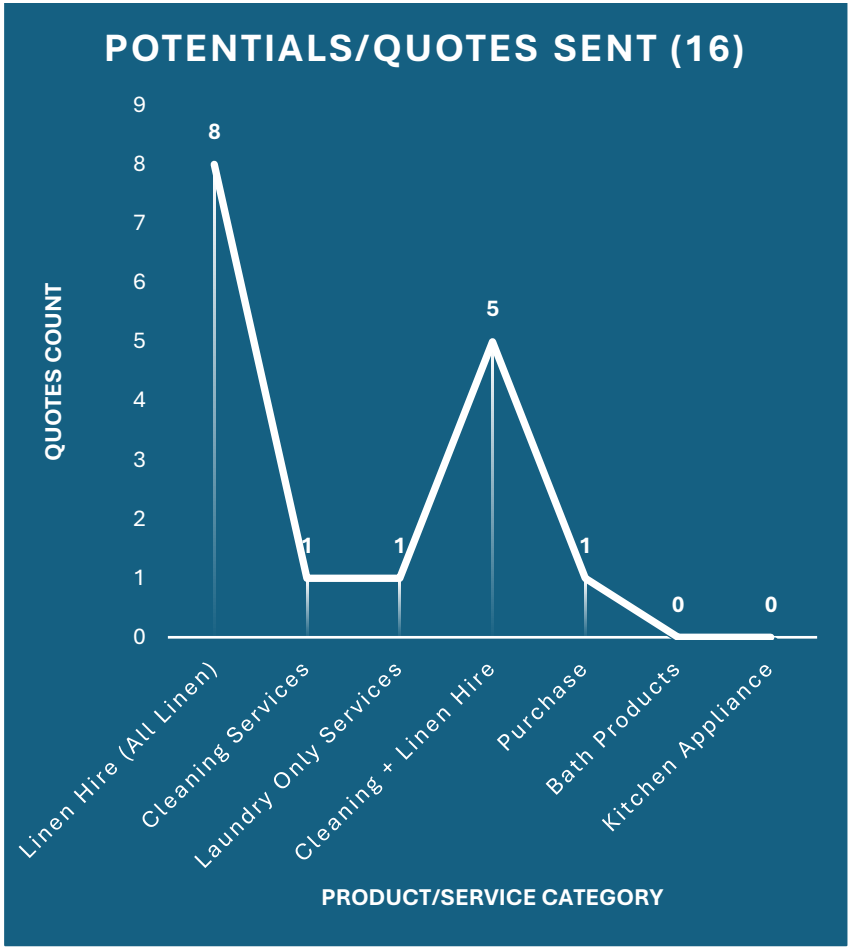
LEADS RECEIVED DURING THE WEEK (16)



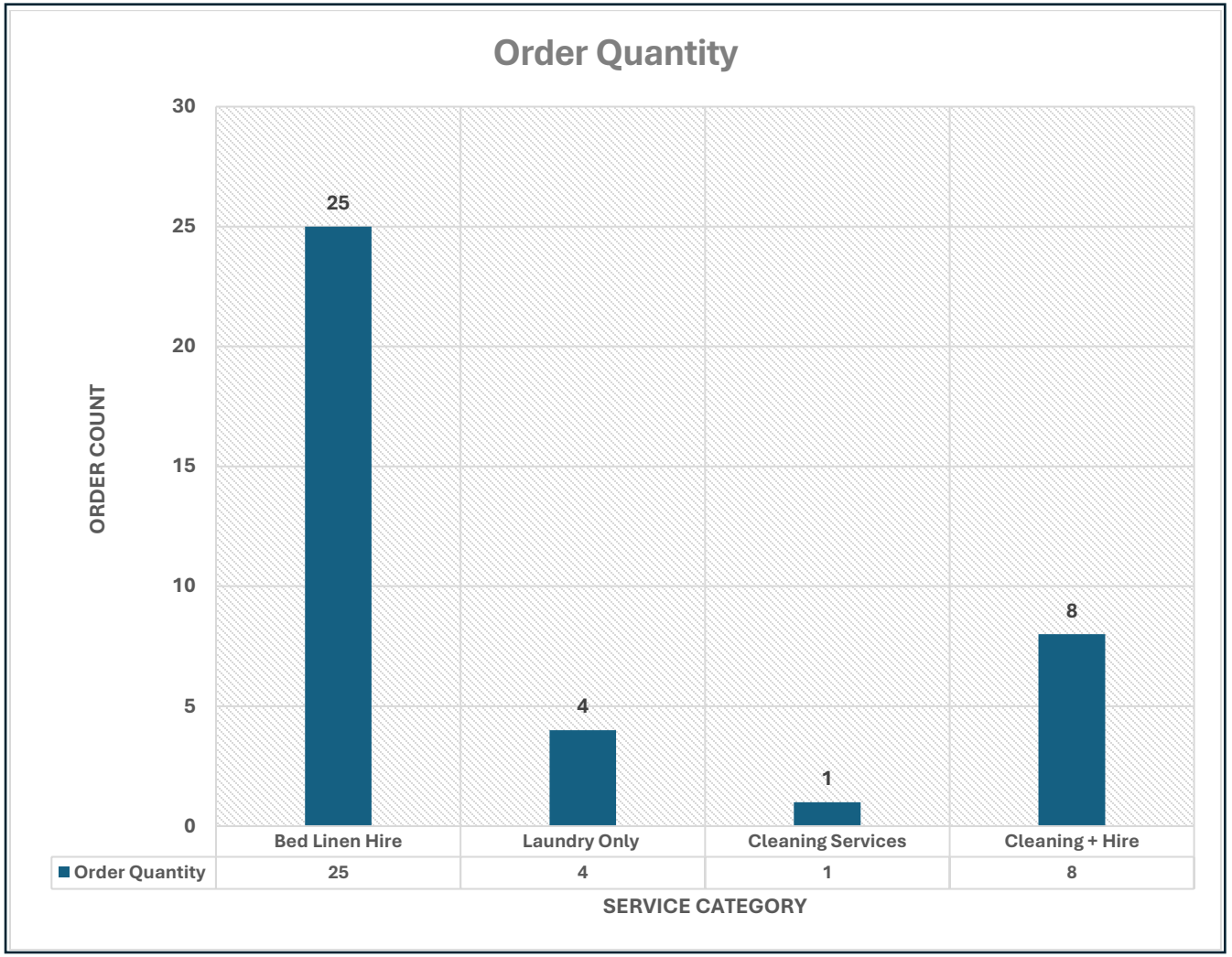
Self-sourced leads from Field sales - 02

SALES TEAM ACTION





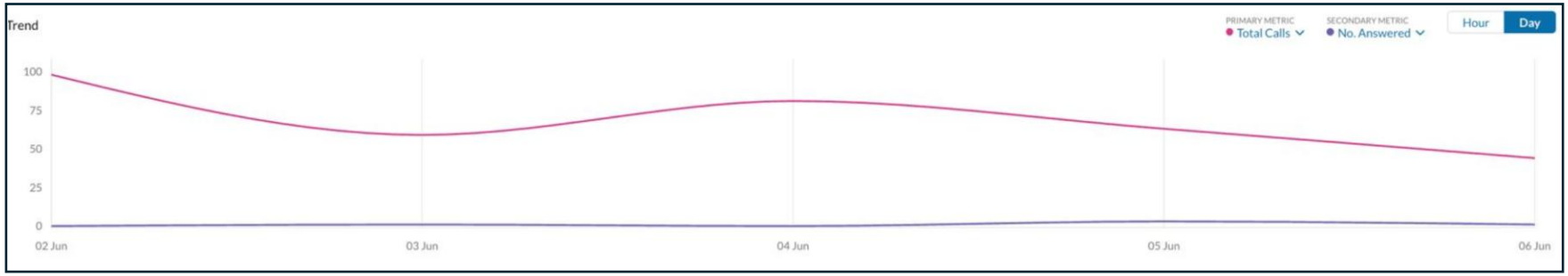
ORDERS DELIVERED DURING THE WEEK (38)



NOTE: Number of clients placed the order **- 25**

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha
Total Calls during 5 working days of the week**: 350**
Average calls: Abhishek – **26 per day**, Calvin – **24 per day,** Suraksha – **39 per day**



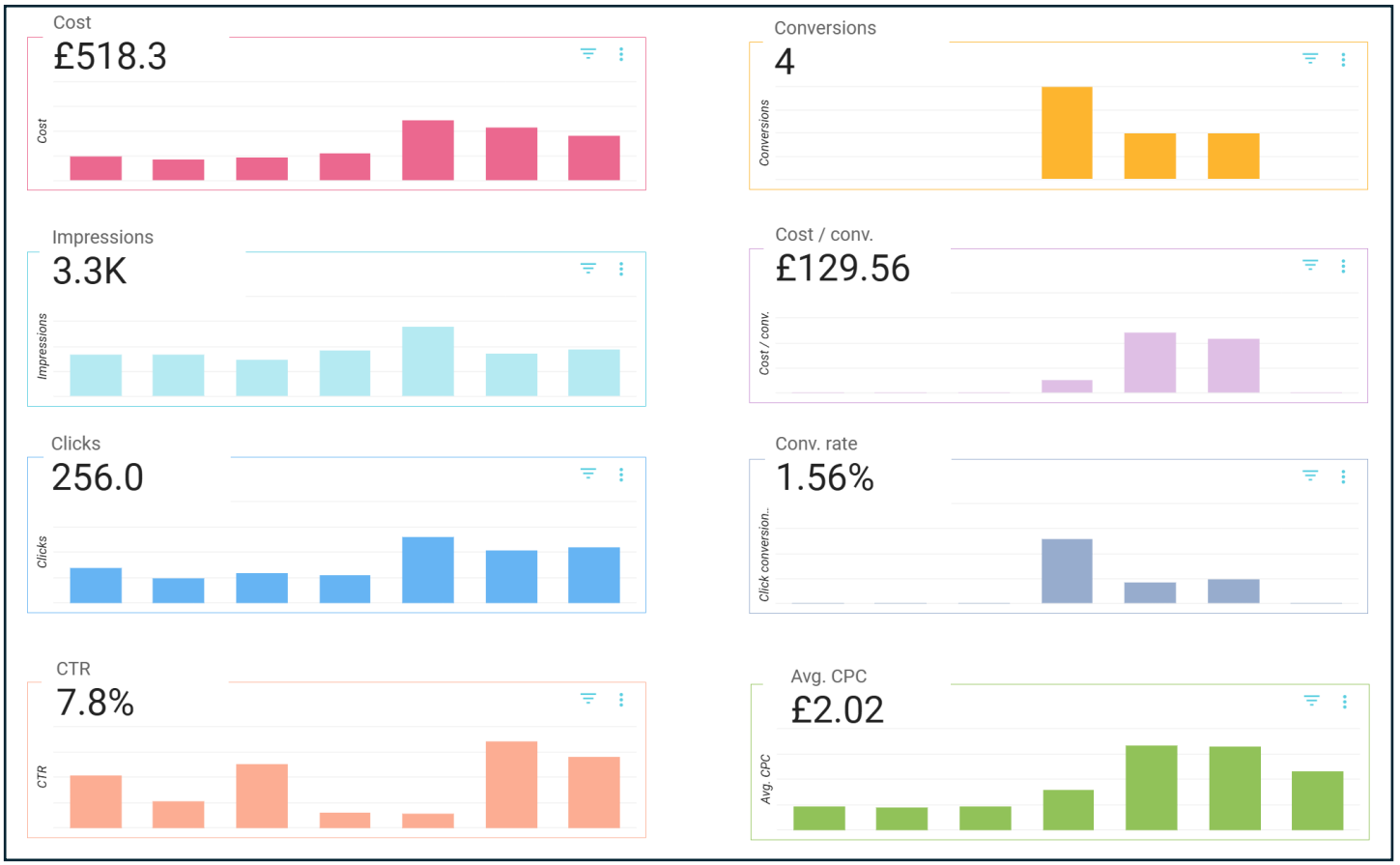
Users Select Columns — Total 3 Users — Show: 100

Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	131	26.20	3	128	33.3%	00:40
Hospitality Office	704	120	24.00	14	106	64.3%	01:11
Suraksha Joshua	709	99	19.80	5	94	40.0%	00:28

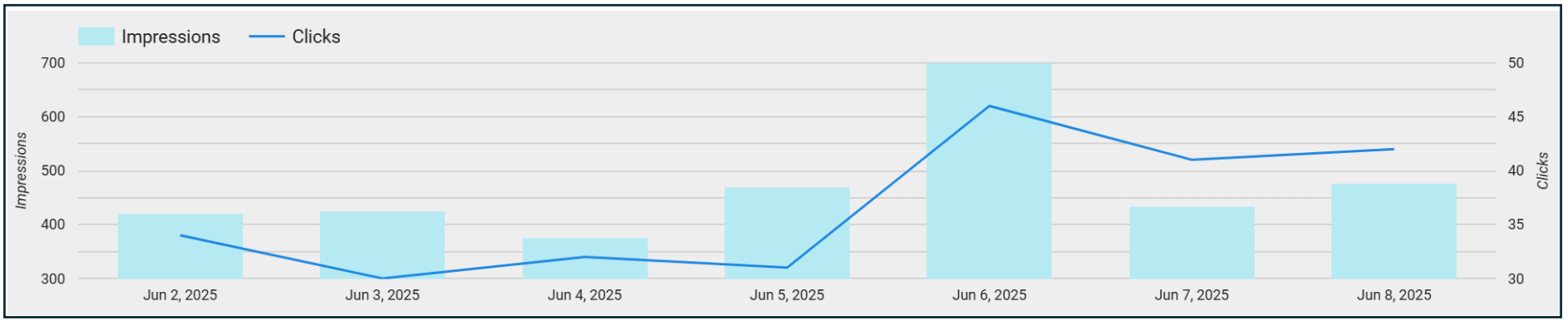
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 5 working days.
Average call by Suraksha is calculated based on 2.5 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

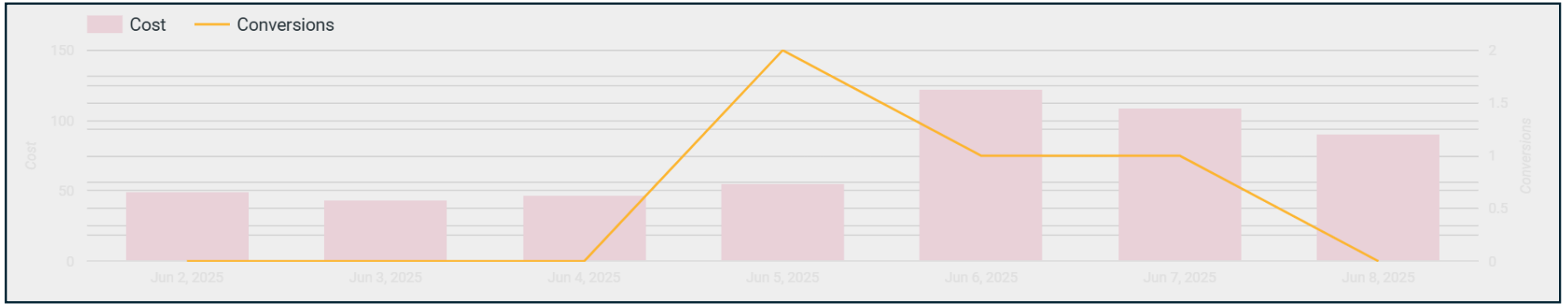
Google Ads
PERFORMANCE METRICS



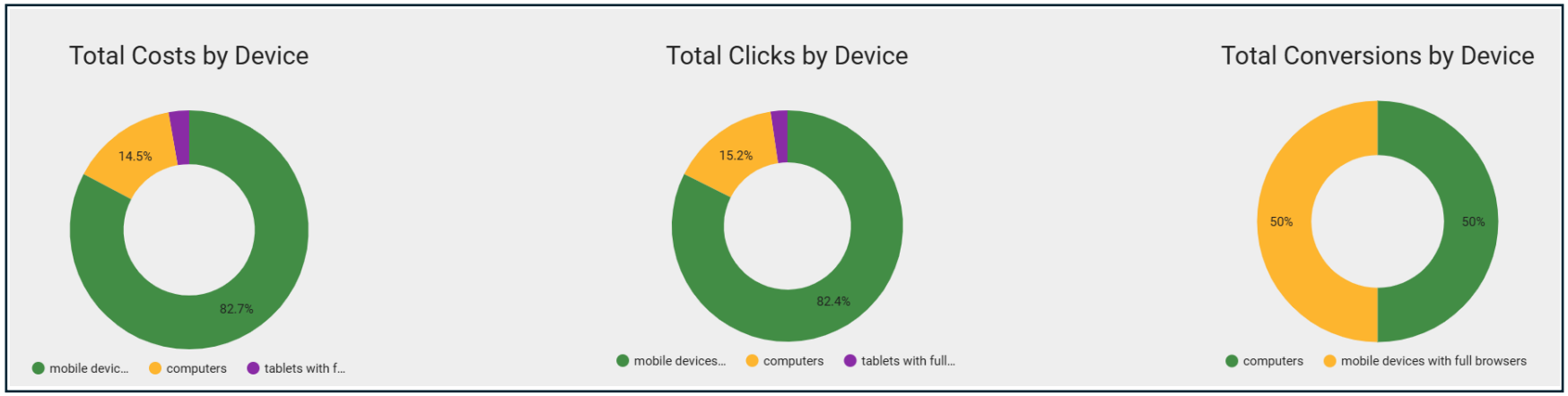
IMPRESSIONS 3.3K ↑ 784 & CLICKS 256.0 ↑ 62



CONVERSIONS 4 ↑ 4 vs COSTS £518 ↑ £176.13



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£429	2,651	211	7.96%	£2.03	2	£214.37	0.95%
2.	computers	£75	570	39	6.84%	£1.93	2	£37.54	5.13%
3.	tablets with full browsers	£14	80	6	7.5%	£2.41	0	£0	0%
	Grand total	**£518**	**3,301**	**256**	**7.76%**	**£2.02**	**4**	**£129.56**	**1.56%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£385	2,807	194	6.91%	£1.98	3	£128.21	1.55%
Cleaning Services	£134	494	62	12.55%	£2.16	1	£133.62	1.61%
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	**£518**	**3,301**	**256**	**7.76%**	**£2.02**	**4**	**£129.56**	**1.56%**

HIGHLIGHT (02/06/2025 – 08/06/2025)

SALES

Promising Leads & Contracts Signed

1. **Wok'n'Fork – Customer**
   Service Requested – Cleaning service (One-off)
   Invoice amount – **£96**
   Frequency – Occasional
   Location – Unit 30 Wembley trader, HA0 4BD

2. **Homes for Students, Paddington in Citi view – Contract Signed**
   Service Requested – Cleaning Services
   Estimated quote amount - **£11,187.00 per order**
   Frequency – TBD
   Location – Paddington Citi View, 15-25 Talbot Square

3. **Heather Jane de – Customer**
   Service requested – Linen Hire Services
   Estimated Quote amount – **£91 per order**
   Frequency – One time service
   Location – 23 Lancaster Road, London W11 1QL

4. **Willa Bowman – Customer**
   Service Requested – Linen Hire
   Estimated quote amount - **£100.80 per service**
   Frequency – One time service
   Delivery Location – Patch St Paul's 58–60 Carter Lane, London, EC4V 5EA

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 – After conversation on phone - Follow up phone call this week planned

6. **Iona Konsta, Airbnb – Promising Lead**
   Service Requested – Linen Hire + Cleaning Services
   Estimated quote amount - **£92 per service**
   Delivery Location – W4 4BX
   Status – Expecting Iona Konsta to sign in the next week or so as she likes our pricing, she just needs to decide if it's cleaning or linen hire only services she wants

7. **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. Samples sent on 10/06/2025.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **4**
Cost per Conversion - **£129.56**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£134**
   Leads generated – **1**
2. Hire Ads spent - **£385**
   Leads generated – **3**
3. Laundry Ads spent - **£0**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	2	8
Cleaning Services	2	1
Laundry Only Services	0	1
Cleaning + Linen Hire	0	5
Purchase	0	1
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**4**	**16**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	31	£9,342.23
Turnover pack	1	£25,428.00
Electrical Appliance	1	£1,051.20
Laundry Only	1	£177.20
Damage Recovery	0	£0.00
Hire + Cleaning Services	11	£1,294.80
Cleaning Services	2	£11,283.00
Total	**47**	**£48,576.43**

***DMC* - £25,428.00+1051.20 = £ 26,479.2**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	25
Laundry Only	4
Cleaning Services	1
Cleaning + Hire	8
Total	**38**
Orders placed - 25 Clients	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	8
Purchase	1
Cleaning	1
Linen Hire + Cleaning	3
Invalid Query	3
GRAND TOTAL	**16**

Self-sourced leads - 2

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	120	24.00	5
Abhishek	131	26.20	5
Suraksha	99	39.60	2.5
GRAND TOTAL	**350**	**89.80**	**12.5**

TENTATIVE SCHEDULE FOR NEXT WEEK (09/06/2025 – 13/06/2025)

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	09/06/2025
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	09/06/2025
Elena Ferrara	Magic Stay	x100 Double Linen Sets(No Bathmat this time)	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Delivery & Collection	09/06/2025
Steven Wong	Messiah Property Ltd	8 Double Linen Sets (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat 2, 152 Lambeth Rd, SE1 7DF	Delivery & Collection	09/06/2025
Steven Wong	Messiah Property Ltd	8 Double Linen Sets (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	42 Carronade Court, Eden Grove, N7 8EP	Delivery & Collection	09/06/2025
Ibrahim	Afaad Properties	Cleaning Quantities on the new format	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	Delivery, Cleaning & Collection	09/06/2025
Anna	Pass the Keys	1 King Linen Set	Flat 186 Berglen Court, E14 7JZ	Delivery, Cleaning & Collection	09/06/2025

Blagovesta Kyuchukova	Building Clean London LTD	30 single sets 10 super king sets 30 king sets 60 bath mats 70 kitchen towels	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	09/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	10 Double sets 3 Super King sets	174 Tooting High Street, SW17 0RT	Delivery & Collection	09/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	6 single sets 10 double sets 6 king sets 20 bath mats	244 Wimbledon Park Road SW18 5RL	Delivery & Collection	09/06/2025
Abhishek Garodia	Abhishek Garodia	Cleaning Quantities on the new format	Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ	Delivery, Cleaning & Collection	10/06/2025
WOK'N'FORK LIMITED	WOK'N'FORK LIMITED	Cleaning	Unit 30 Wembley trader, HA0 4BD	Cleaning	10/06/2025
Mostafa Iqbal	London Holiday Rental	Collection	124 Mile End Road E1 4UN	Collection	10/06/2025
Heether Jane De	Heether Jane De	x6 Double Linen Sets x3 King Linen Sets x9 Bathmats Please check new format for exact quantities	23 Lancaster Road London W11 1QL	AM - Delivery	10/06/2025

Ilham	Nawsa Properties	x2 King Linen Sets x4 Double Linen Sets x2 Single Linen Sets Please check new format for exact quantities	Flat 4 Steel Back House, 102 Renwick Road Barking, IG11 0PE	Delivery & Collection	10/06/2025
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 + Bath), 100% Cotton White)	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, W2 3DB	Delivery & Collection	10/06/2025

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	11/06/2025
Wojiciech	Urban Key	TBC	29 Craven Street, WC2N 5NT	Delivery & Collection	11/06/2025
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	11/06/2025
Steven Wong	Messiah Property Ltd	7 King Linen Sets (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat 12 Peninsula Court, 121 East Ferry rd, E14 3LH	Delivery & Collection	11/06/2025

Carol	City Sparrow Apartments	• 35 Super King sets (4 regular size pillow case per set) • 20 Single sets (one regular size pillow case per set). • Please may we have the regular size pillow case and not the oversized ones.	278 Saint James Road, Wetons House, London, SE1 5JX	Delivery & Collection	11/06/2025
Heidi Kampa	La Bibliotheque	25 bath mats 40 duvet covers 40 bed sheets 60 bath towels 60 hand towels 120 pillow cases	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	11/06/2025
Pam Nash	Tottenham Abode	26 Roslyn Road, N15 5ET x2 Double Linen Sets (No towels) (x2 PC, x1 BS, x1 DC) To be marked EN8 7HG but delivered to Roslyn Road 4 Double Linen Sets (x2 PC, x1 BS, x1 DC, x2 HT & x2 BT) 2 Single Linen Sets (x1 PC, x1 BS, x1 DC, x1 HT & x1 BT) 2 King Linen Sets (x2 PC, x1 BS, x1 DC, x2 HT & x2 BT) 18 Dunloe Avenue, London, N17 6LA 5 Doubles Linen Sets (x2 PC, x1 BS, x1 DC, x2 HT & x2 BT) 2 Single Linen Sets (x1 PC, x1 BS, x1 DC, x1 HT & x1 BT)	6 Barstall Road, N15 5EN Collection 26 Roslyn Road, N15 5ET Delivery & Collection 18 Dunloe Avenue, London, N17 6LA Delivery & Collection	Delivery & Collecton	12/06/2025

Ibrahim	Afaad Properties	Cleaning Quantities on the new format	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	Delivery, Cleaning & Collection	12/06/2025
Corentin Muller	Seeker Estates Ltd	25 Double Set with Bathmats (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) 17 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	12/06/2025
Jennifer Atienza	Pankhurst London	Laundry Only	Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU	Delivery & Collection	12/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	x50 King Linen Sets x20 Bathmaths x20 Tea Towels	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	12/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	11 Romola Road, SE24 9BA	Delivery & Collection	12/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	11 Stubbs Way, London, SW19 2UW	Collection	12/06/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	174 Tooting High Street, SW17 0RT	Delivery & Collection	12/06/2025

Blagovesta Kyuchukova	Building Clean London LTD	TBC	244 Wimbledon Park Road SW18 5RL	Delivery & Collection	12/06/2025
Gunalan	GK Lettings	x28 Double Linen Sets(No Towels) x40 Single Linen Sets(No Towels)	2 Vincent Road, CR0 6ED Croydon	Delivery & Collection	12/06/2025
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	12/06/2025
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	13/06/2025
Nicolo	Nico Living Properties	x10 Super King Linen Sets x30 Double Linen Sets x8 Single Linen Sets	24 Westall St, Reading, RG2 9RL	Delivery & Collection	13/06/2025

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	13/06/2025
Andrea	Voyage Stay	• **9 Wigmore Place, W1U 2LS** **4 Super King linen sets** (x4 PC, x1 DC, x1 BS, x2 BT, x2 HT) **8 double set,** (x4 PC, x1 DC, x1 BS, x2 BT, x2 HT) **8 bath mats** • **55A Palliser Road, W14 9EB** **5 double linen sets,** (x4 PC, x1 DC, x1 BS, x2 BT, x2 HT) **5 single sets linen sets** (x2 PC, x1 DC, x1 BS, x1 BT, x1 HT) **5 bath mats**	9 Wigmore Place, W1U 2LS 55A Palliser Road, W14 9EB	Delivery & Collection	13/06/2025
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	13/06/2025
Abhishek Garodia	Abhishek Garodia	Cleaning Quantities on the new format	Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ	Delivery, Cleaning & Collection	14/06/2025

Shaheen D'Souza	N/A	Domestic cleaning - Apartment clean	48 Cedar Road, Cricklewood, NW2 6SP	N/A	15/06/2025