londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

14/07/2025 – 20/07/2025

QUICK GLANCE AT FIGURES

£

LHS SALES

£78,353.37

TOTAL INVOICES

32

NEW LEADS

9

“”

QUOTES SENT

10

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HOSPITALITY

CONVERSIONS

0

AMAZON SALES

£496

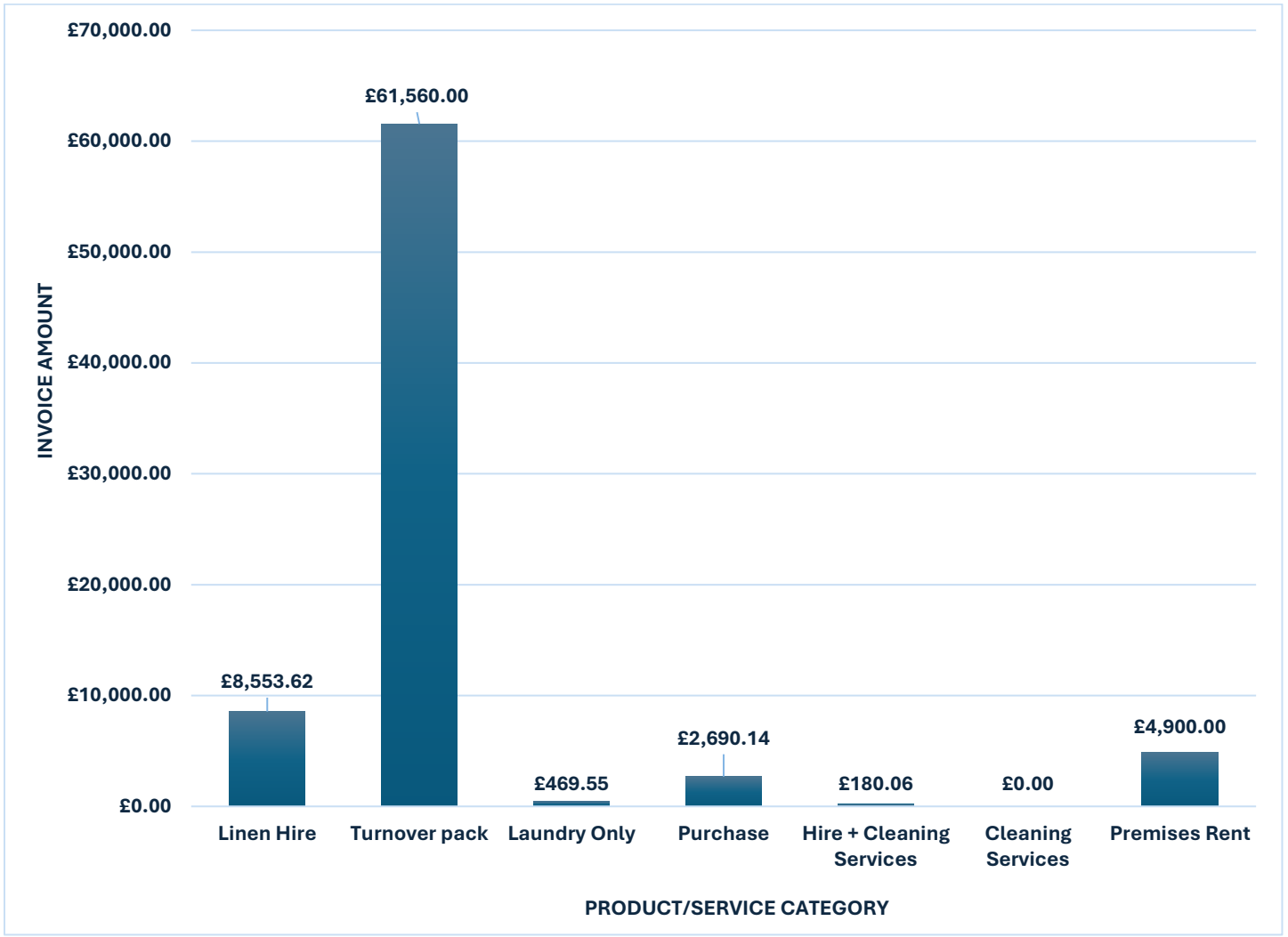
AMAZON ORDERS

19

ORDERS DELIVERED

47

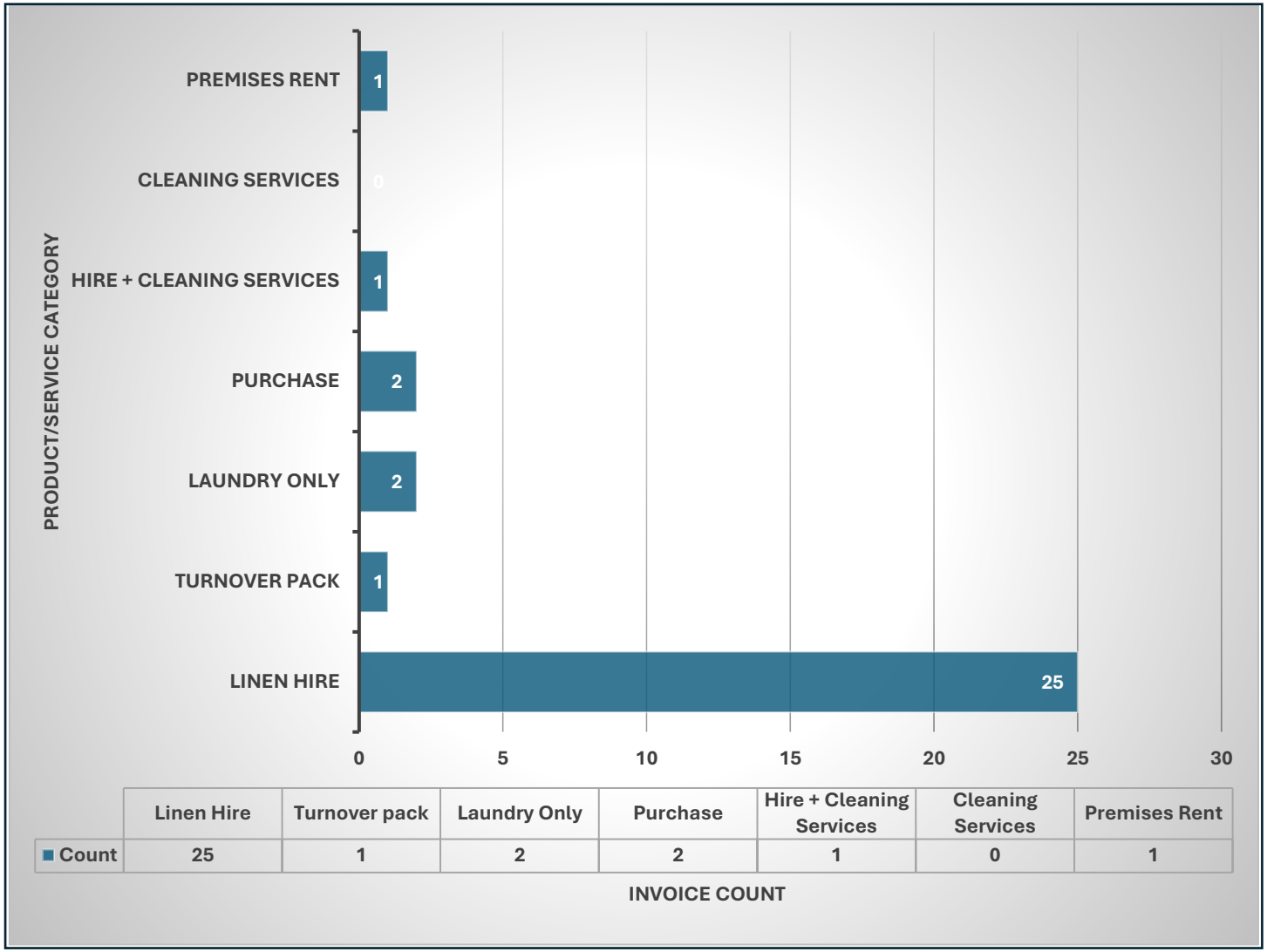
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £78,353.37

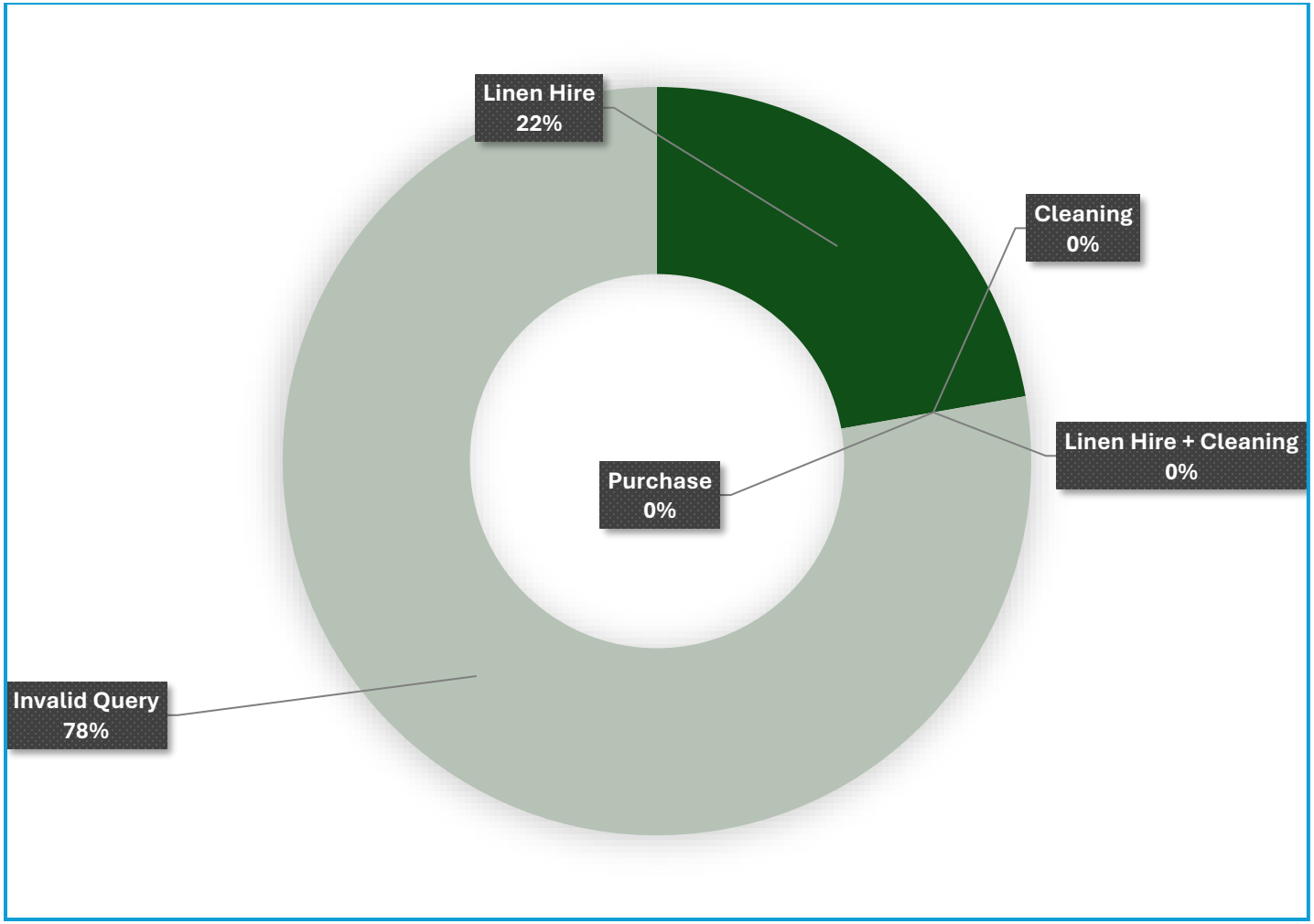
DMC sales: **£63,597.60**
Other (LHS Clients): **£14,755.77**

DETAILED STATISTICS – INVOICE COUNT (32)



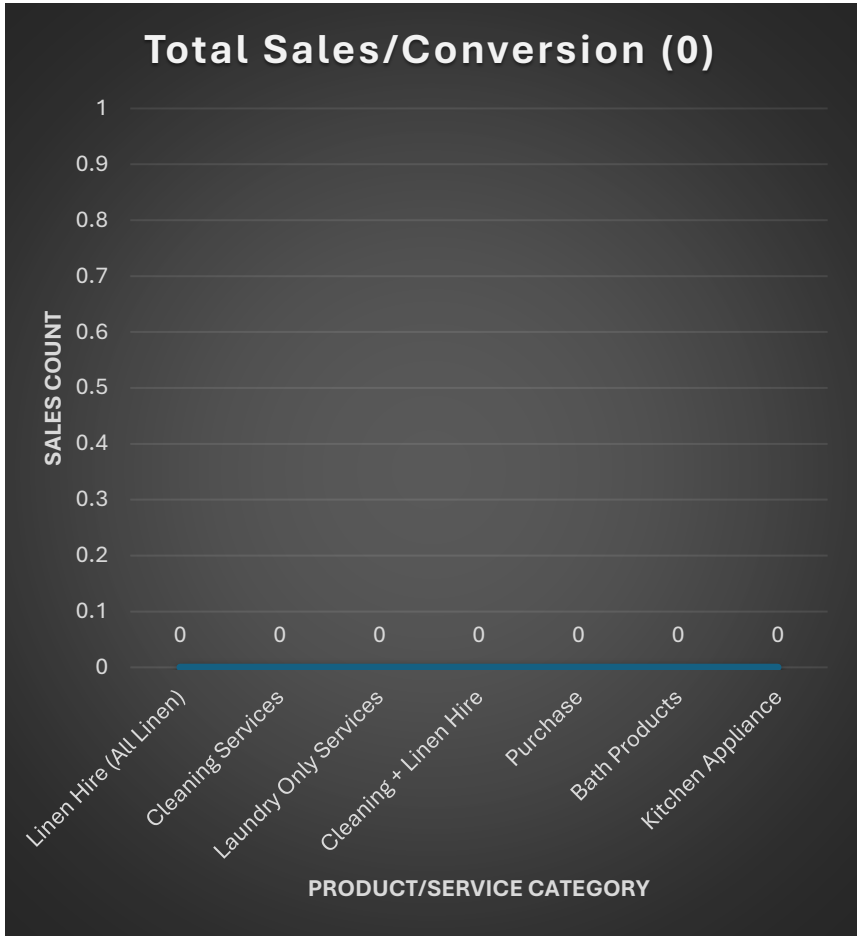
	Linen Hire	Turnover pack	Laundry Only	Purchase	Hire + Cleaning Services	Cleaning Services	Premises Rent
Count	25	1	2	2	1	0	1

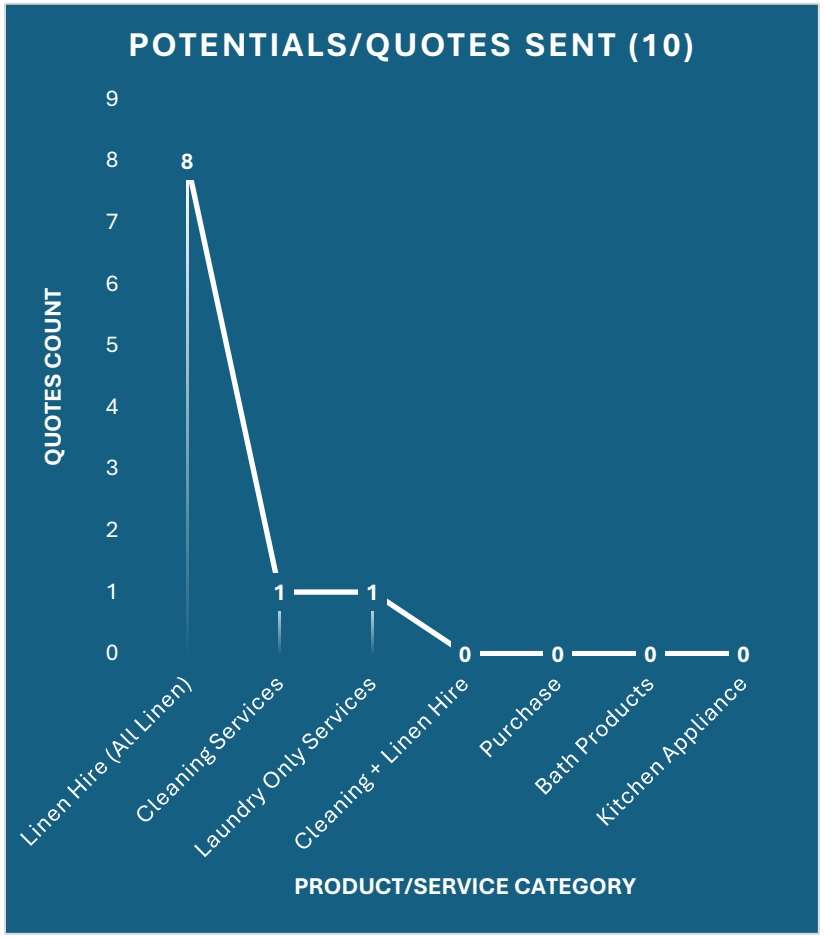
LEADS RECEIVED DURING THE WEEK (09)



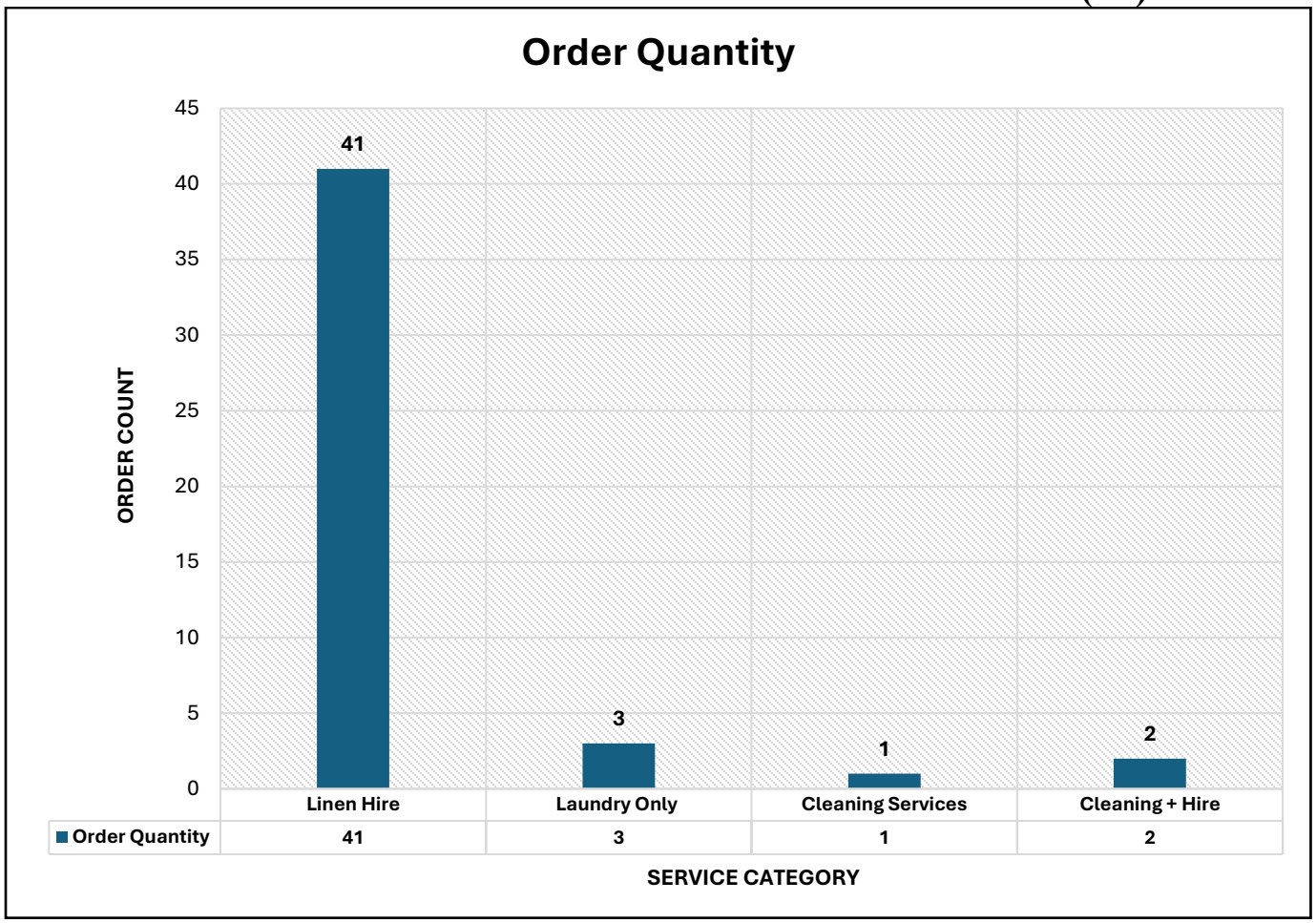
NOTE: 1 Lead self-sourced via reference. 1 marketing Lead received via website form

SALES TEAM ACTION





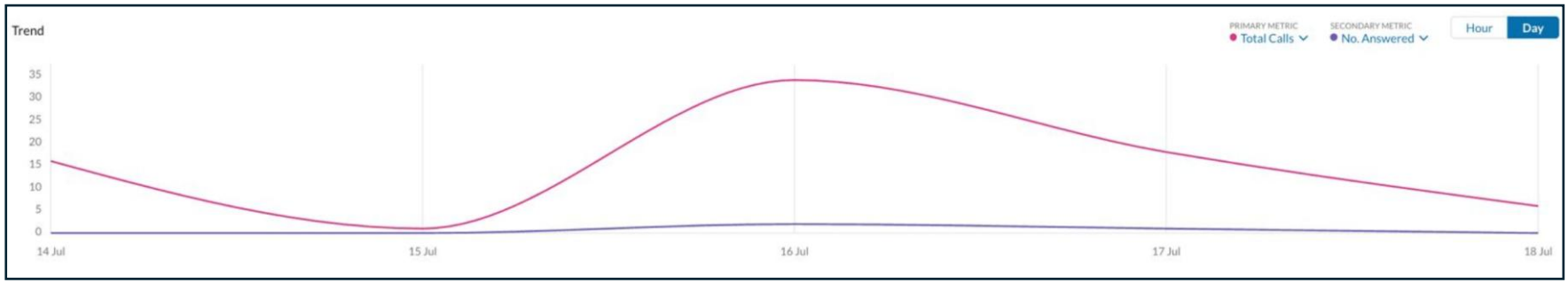
ORDERS DELIVERED DURING THE WEEK (47)



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

SALES CALL INSIGHTS

Sales Agent: Abhishek
Total Calls during 5 working days of the week**: 74**
Average calls: Abhishek – **14.80 per day**

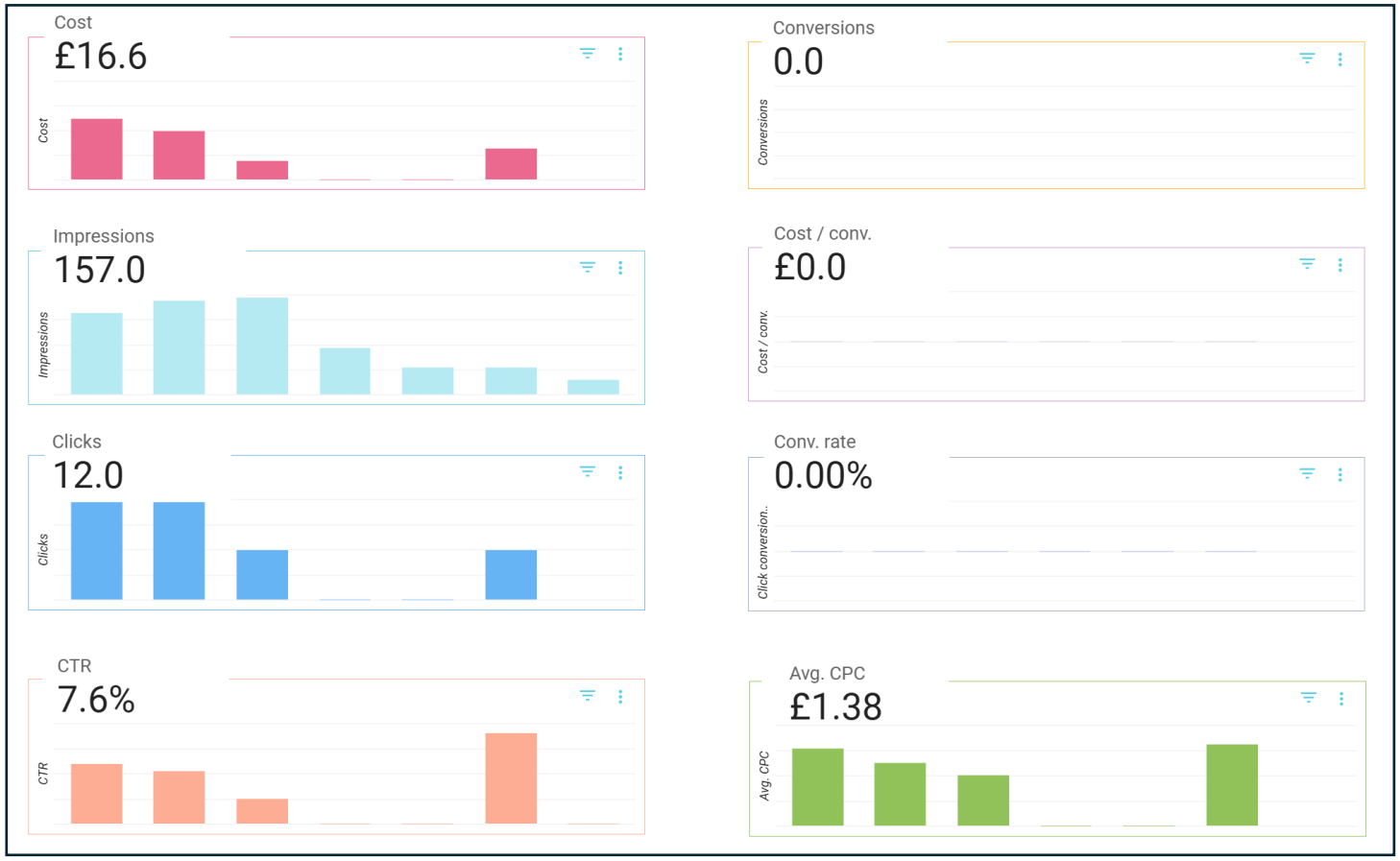


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	201	74	14.80	3	71	0.0%	00:41

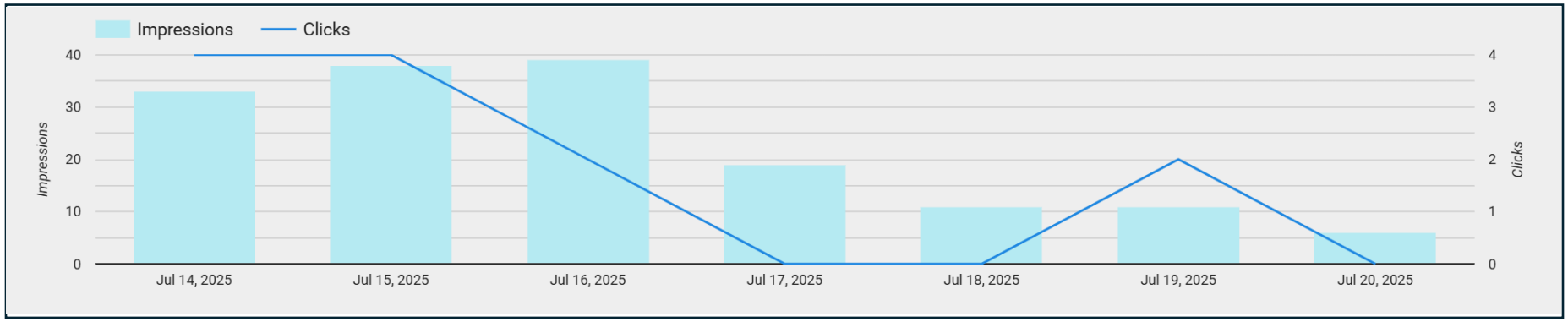
Note: Average calls by Abhishek is calculated based on 5 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

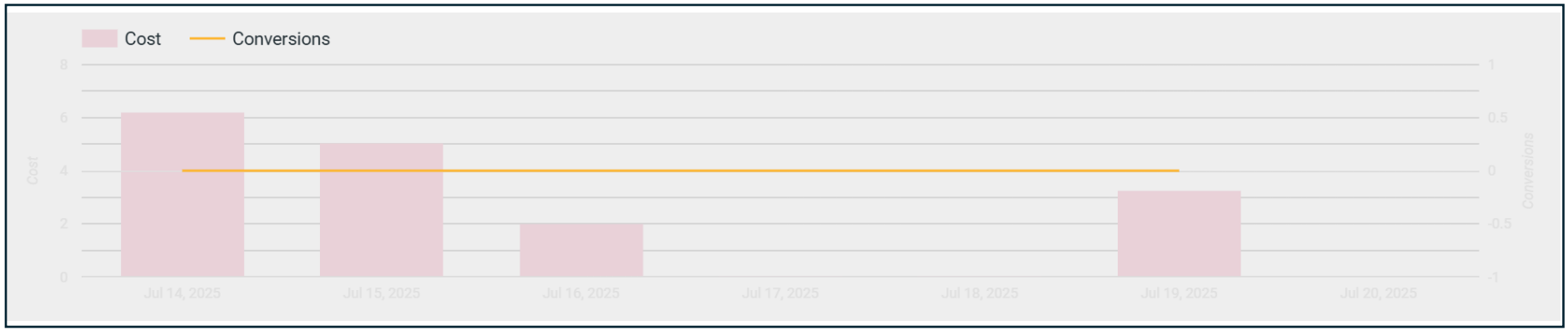
Google Ads
PERFORMANCE METRICS



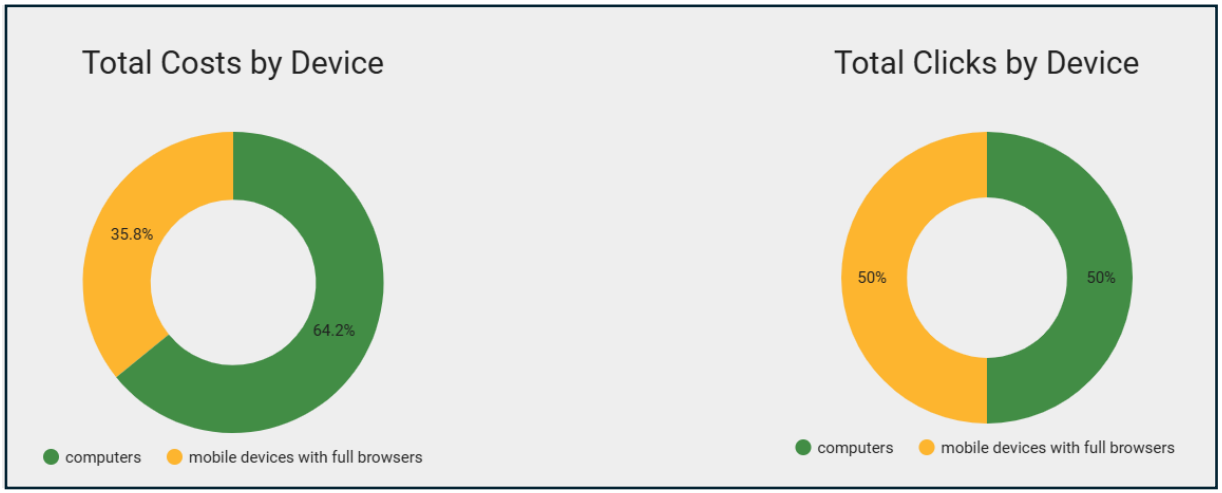
IMPRESSIONS 157.0 -29 & CLICKS 12.0 4



CONVERSIONS 0 0 vs COSTS £17 £1.24



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	computers	£11	46	6	13.04%	£1.77	0	£0	0%
2.	mobile devices with full browsers	£6	111	6	5.41%	£0.99	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£9	80	6	7.5%	£1.44	0	£0	0%
Hire Services	£8	77	6	7.79%	£1.33	0	£0	0%
Cleaning Services	£0	0	0	0%	£0	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	**£17**	**157**	**12**	**7.64%**	**£1.38**	**0**	**£0**	**0%**

Meta Ads (Job Enquiries)
PERFORMANCE METRICS

Acquisition

Impressions	Reach	CPM
31.97K	17.25K	£4.36

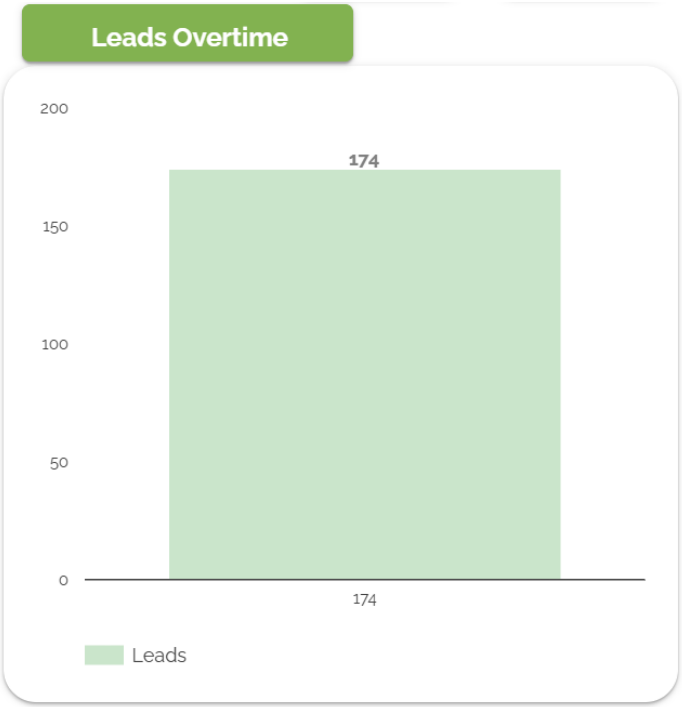
Engagement

Clicks	CTR	CPC
784	2.45%	£0.18

Leads

Leads	Cost Per Lead
174	£0.80

Leads Overtime



Amount spent: **£139.35**
Conversions (Leads generated): **174**

HIGHLIGHT (14/07/2025 – 20/07/2025)

SALES

Promising Leads & Contracts Signed

1. **Chris, Airbnb – Promising Lead**
   Service Requested – Cleaning
   Location - 10 Porchester terrace Flat 6 W2 3TL 3rd Floor
   Estimated quote amount - **£145 per order**
   Frequency – 1 to 2 times a week
   Status – Likely to sign the contract by next week

2. **Juliana Arruda – Promising Lead**
   Service Requested – Linen Hire
   Requirement – 1 to 2 times a week
   Estimated quote amount - **£351 per order**
   Location – TBD
   Status – Their boss is in Italy currently.

3. **Mandy Bui, Hai Ha Café Ltd – Promising Lead**
   Service Requested – Linen Hire
   Estimated quote amount – TBD
   Location – Hackney, London
   Status – Would like to arrange a warehouse visit at E10 7QP. Abhishek is in touch!

4. **Fabian, Amtel – Promising Lead**
   Service Requested – Purchase (Linen)
   Estimated quote amount - **£977 to £1500**
   Location – TBD
   Status – Waiting for the feedback. Follow up due on 21st July 2025

5. **Arjun Gill, Niwaas – Promising Lead**
   Service Requested – Laundry
   Frequency – TBD
   Location – Slough
   Status – Prospect just came back from the long holidays, will discuss with the team internally and get back to us.

6. **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. On hold currently.

7. **Tanya Zafirova**
   Service Requested **– Linen Hire + Cleaning**
   Estimated quote amount – TBD
   Frequency – Once a week
   Location – Purley & Kingston
   Status – She would like to start with a deep cleaning trial first and then regular cleaning. This is currently under review with Mustafa.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion - **£16.6**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£9**
   Leads generated – **0**
2. Hire Ads spent - **£8**
   Leads generated – **0**
3. Cleaning Ads spent - **£0**
   Leads generated – **0**

Meta Ads Cost per Conversion for JOB APPLICANTS:

Total Leads Received – **174**

Cost per Conversion - **£139.35**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	0	8
Cleaning Services	0	1
Laundry Only Services	0	1
Cleaning + Linen Hire	0	0
Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**0**	**10**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	25	£8,553.62
Turnover pack	1	£61,560.00
Laundry Only	2	£469.55
Purchase	2	£2,690.14
Hire + Cleaning Services	1	£180.06
Cleaning Services	0	£0.00
Premises Rent	1	£4,900.00
Total	**32**	**£78,353.37**

***DMC* - £63,597.60**
LHS (Other clients) - £14,755.77

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	41
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	2
Total	**47**
Orders placed - 22 Clients	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	2
Purchase	0
Cleaning	0
Linen Hire + Cleaning	0
Invalid Query	7
GRAND TOTAL	**9**

Self-sourced leads - 1

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Abhishek	74	14.80	5
GRAND TOTAL	**74**	**14.80**	**5**

TENTATIVE SCHEDULE FOR NEXT WEEK (20/07/2025 – 27/07/2025)

Company Name	Order Ref	Delivery Address	Contact Details	Order Description
Linden House Hotel	INV-002609	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Magic Stay London	INV-002613	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)
YBB Rent	INV-002605	Flat 2, 179 Battersea Park Road, SW8 4LR	7540808554	Itemised
Building Clean London	INV-002600	57-59 Philbeach Gardens, SW5 9EE	07562 448 464	Itemised (20x Kitchen Towels)
Building Clean London	INV-002600	11 Romola Road, SE24 9BA	+44 7806 683932	Itemised
Building Clean London	INV-002600	174 Tooting High Street, SW17 0RT	07562 448 464	Sets
Building Clean London	INV-002600	244 Wimbledon Park Road SW18 5RL	07562 448 464	Itemised (10x Kitchen Towels)
Voyage Stay	INV-002593	9 Wigmore Place, W1U 2LS	7544801629	Itemised (3x Kitchen Towel)
Messiah Properties	INV-002590	Flat 12: 293 Ballards Lane, N12 8NP	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002591	Flat E, 1 Glazbury Road, London, W14 9AS	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002602	Flat 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Kiyora Spa	NA	97 Old Brompton Road, Kensington, SW7 3LD	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Perfect Touch Cleaning Services	INV-002596	77 Baylis Road, Slough, SL1 3PH	07766846868	Sets

Perfect Touch Cleaning Services	INV-002597	9 London Spur SL1 3PH	07766846868	Sets
Nico Living	INV-002604	24 Westall St, Reading, RG2 9RL	7818742010	Sets
Sally Robinson	INV-002599	4 Earlsmead road London NW105QB	7717681792	Cleaning
Lawrence Nicol	INV-002594	63 Harold Estate, Pages Walk, London, SE1 4HW	07506 612 756	
Art of Smile	INV-002612	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-002612	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-002612	140 Clitterhouse Cress, NW2 1DA	07507 925 485	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Linden House Hotel	INV-002610	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
London Urban Escape	INV-002601	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-002601	14 Camden High Street, London, NW1 0JH	07481 154 511	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
La Bibliotheque	INV-002569	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	07799 007 963 / 01450 367 110	Itemised
Seeker Estates Ltd	INV-002606	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-002613	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)
Pam Nash	INV-002592	18 Dunloe Avenue, N17 6LA	7399153138	Itemised

Building Clean London	TBC	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	TBC	174 Tooting High Street, SW17 0RT	07562 448 464	Sets
Building Clean London	TBC	244 Wimbledon Park Road SW18 5RL	07562 448 464	Sets
Tibor Matta	TBC	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-002611	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Seeker Estates Ltd	INV-002607	10 Upper Montagu Street W1H 2PB	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Key Bridge Limited	TBC	14 Oval Road,London, NW1 7DJ	+44 7367 707044	Sets
Key Bridge Limited	TBC	5 Prince of Wales Terrace, London, W8 5PG	+44 7367 707044	Sets
Key Bridge Limited	TBC	253 Royal College Street, NW1 9LU	+44 7367 707044	Sets
Key Bridge Limited	TBC	72 Park Way, NW1 7AH	+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
Messiah Properties	INV-002603	Flat 2, 152 Lambeth Rd, SE1 7DF	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Pankhurst	TBC	Pankhurst London at Thom Sweeney House, 24C Burlington Street, Mayfair, W1S 3AU	07766 811 141	Collection & Delivery Laundry

Kiyora Spa	NA	97 Old Brompton Road, Kensington, SW7 3LD	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Natalie Emmerson	TBC	8 Broxash Road SW11 6AB	7539 476762	Cleaning
Shaheen	-	48 Cedar Road, Cricklewood, NW2 6SP	-	-