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HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/08/2025 – 31/08/2025

QUICK GLANCE AT FIGURES

£
TOTAL SALES
£274,729.20

TOTAL INVOICES
161.00

NEW LEADS
33

“”
QUOTES SENT
25

CONVERSIONS
4

AMAZON ORDERS
45

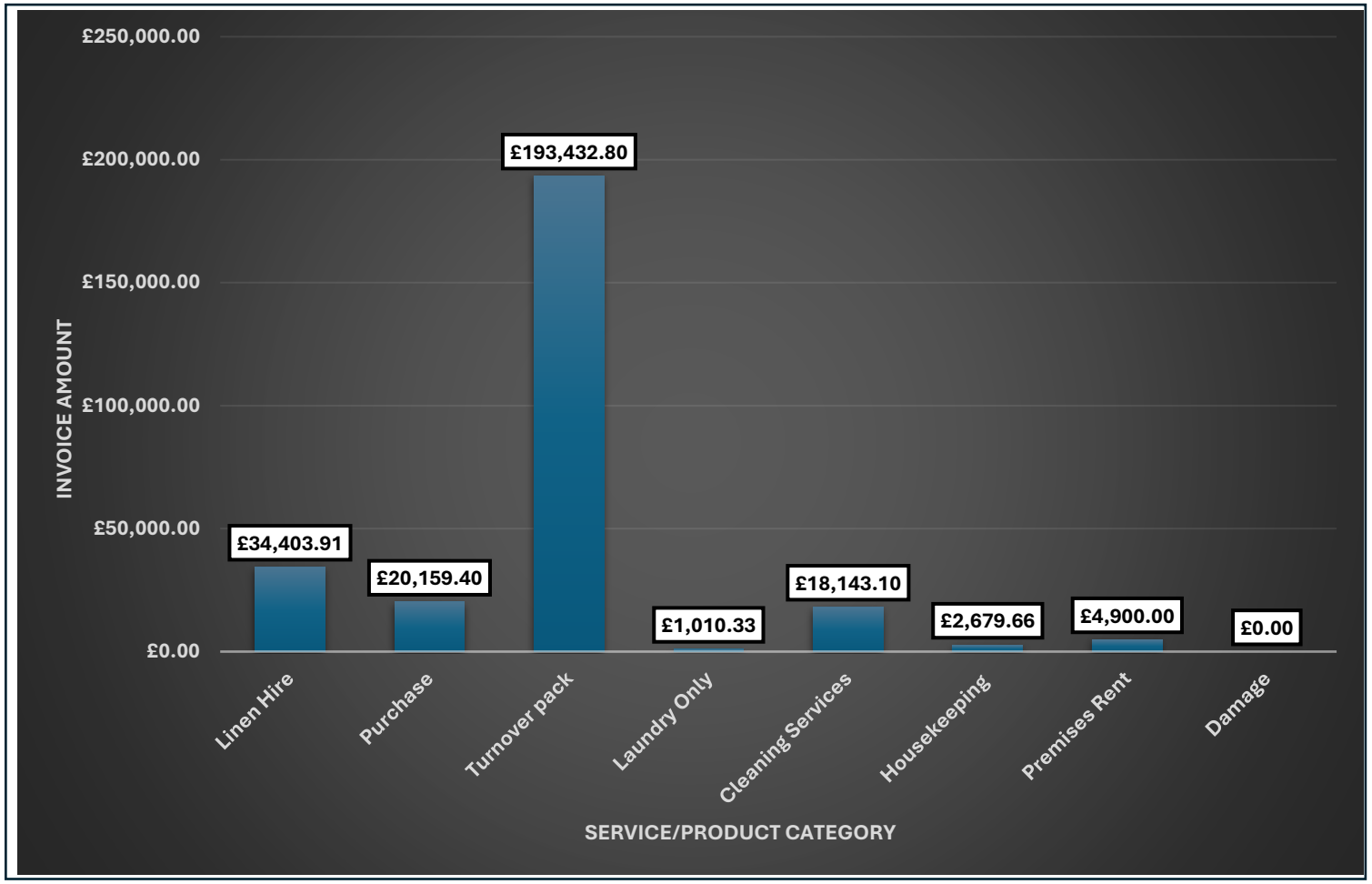
AMAZON SALES
£773.14

AMAZON RETURNS
5 (£123.43)

ORDERS DELIVERED
190

NOTE: *Amazon noted 5 returns worth £123.43 during the month*

DETAILED GLANCE OF SALES

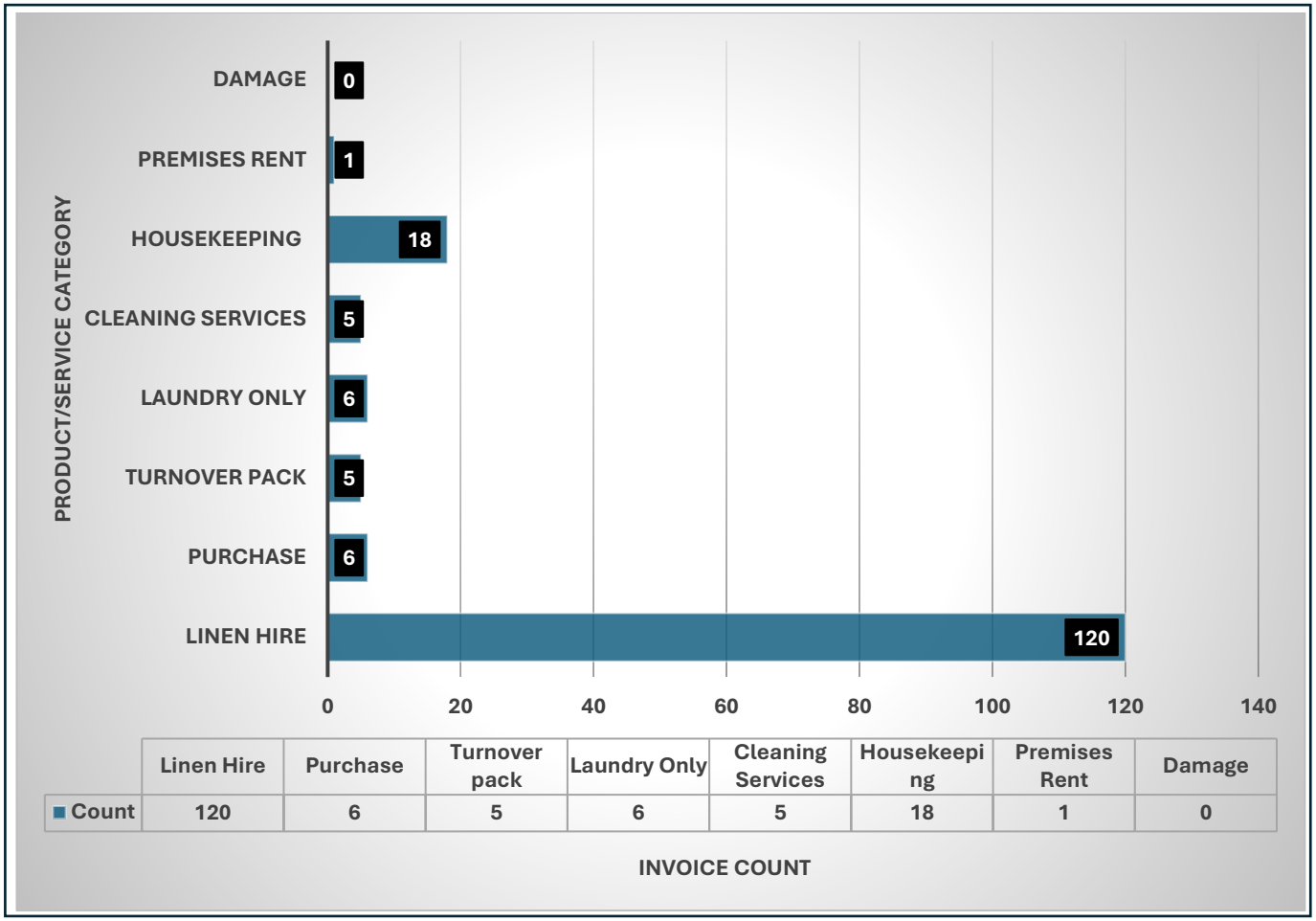


TOTAL AMOUNT - £274,729.20

Londonist DMC: **£194,267.1**
Premises Rent: **£4900**
Other LHS clients: **£75,562.10**

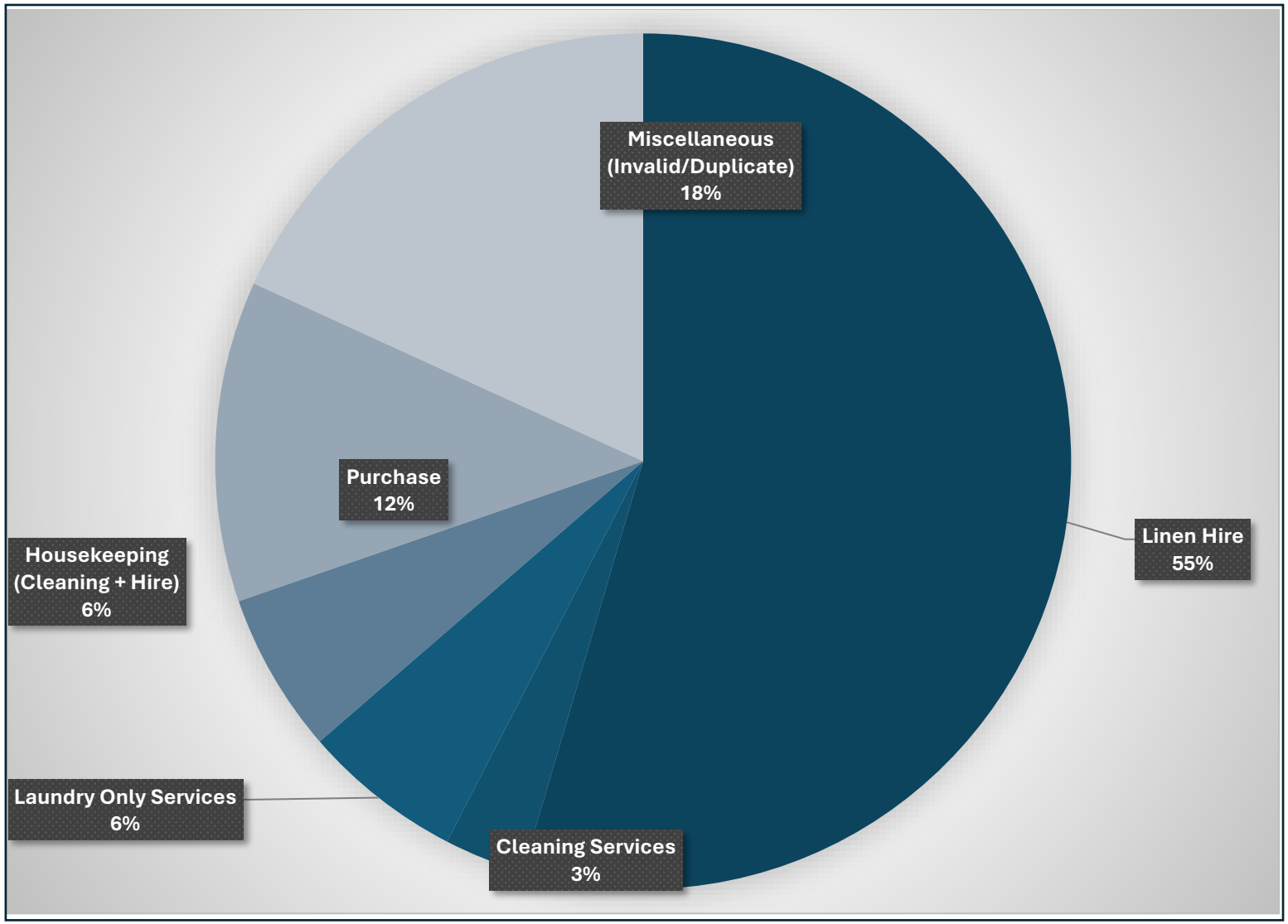
Note: Purchase is Product sales: Electrical Appliances, Sim card etc.

TOTAL INVOICE COUNT (161)



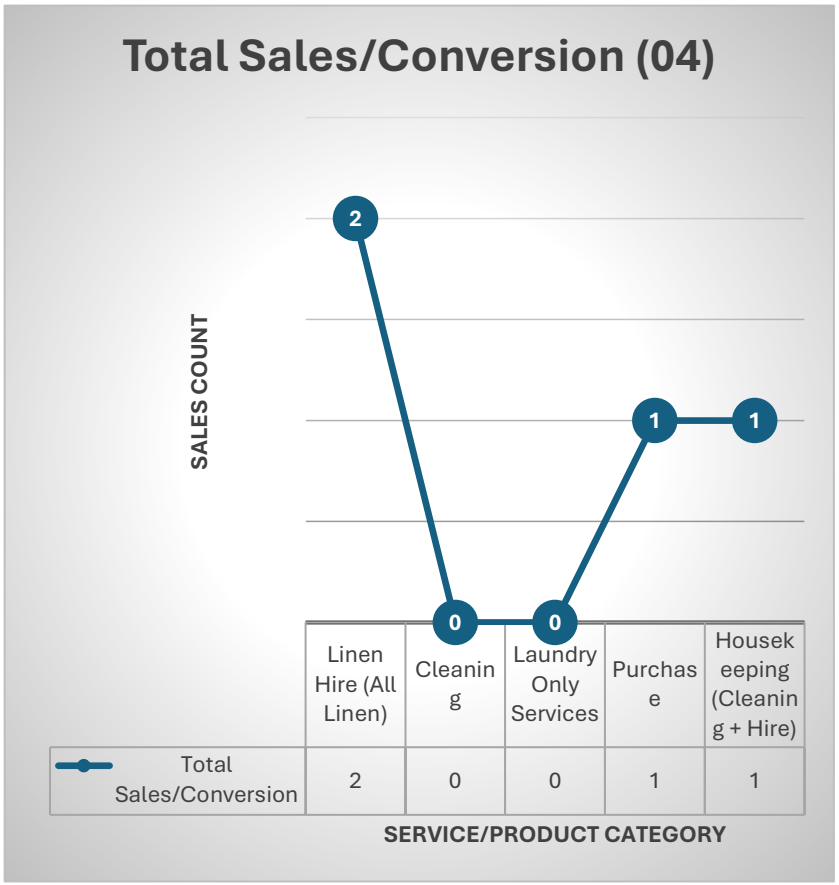
	Linen Hire	Purchase	Turnover pack	Laundry Only	Cleaning Services	Housekeeping	Premises Rent	Damage
Count	120	6	5	6	5	18	1	0

LEADS RECEIVED DURING THE MONTH (33)



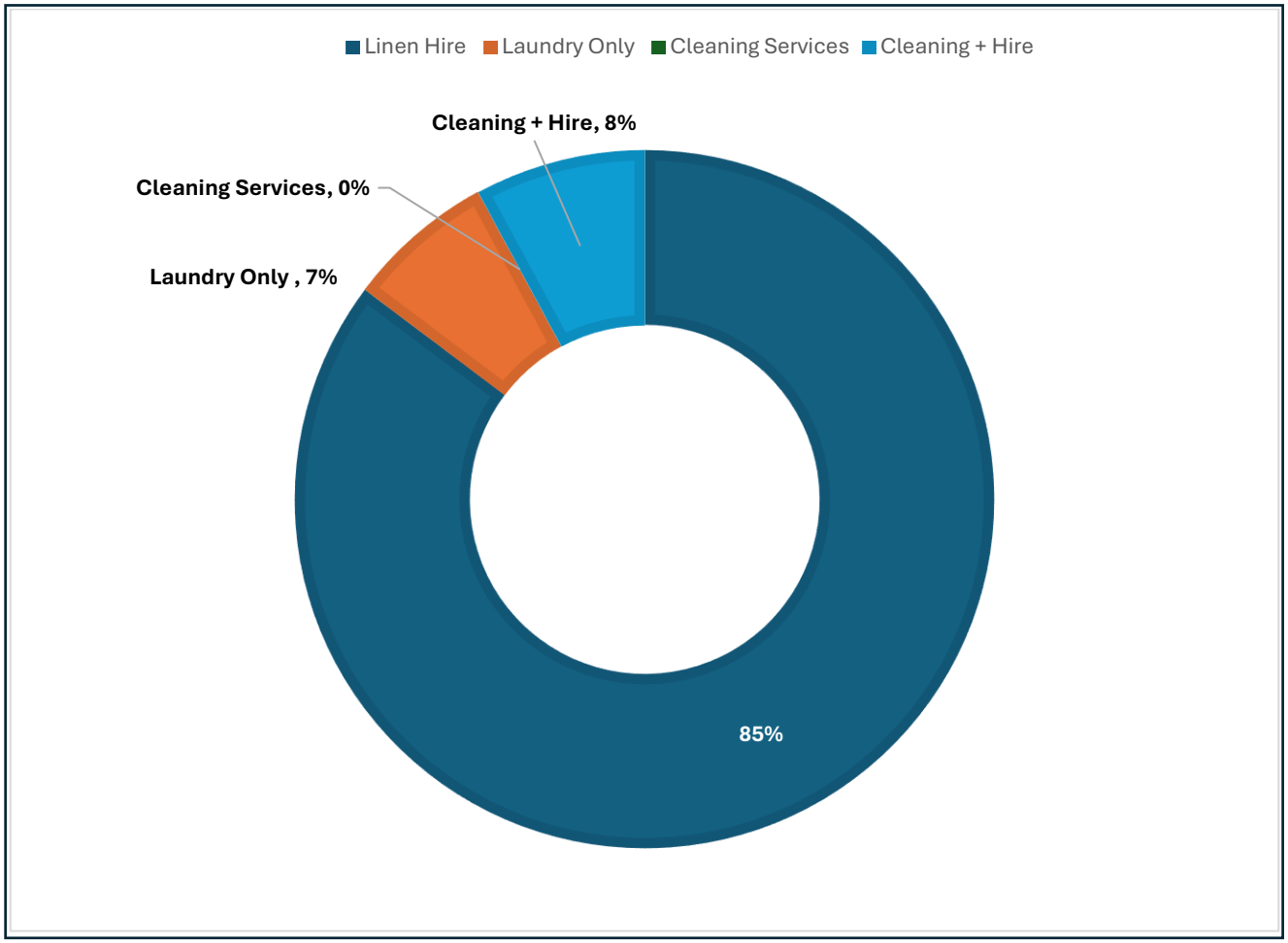
Total Leads: 33 (Out of which 3 leads are self-sourced)

DETAILED GLANCE - SALES AND POTENTIALS





ORDERS DELIVERED DURING THE MONTH (190)



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

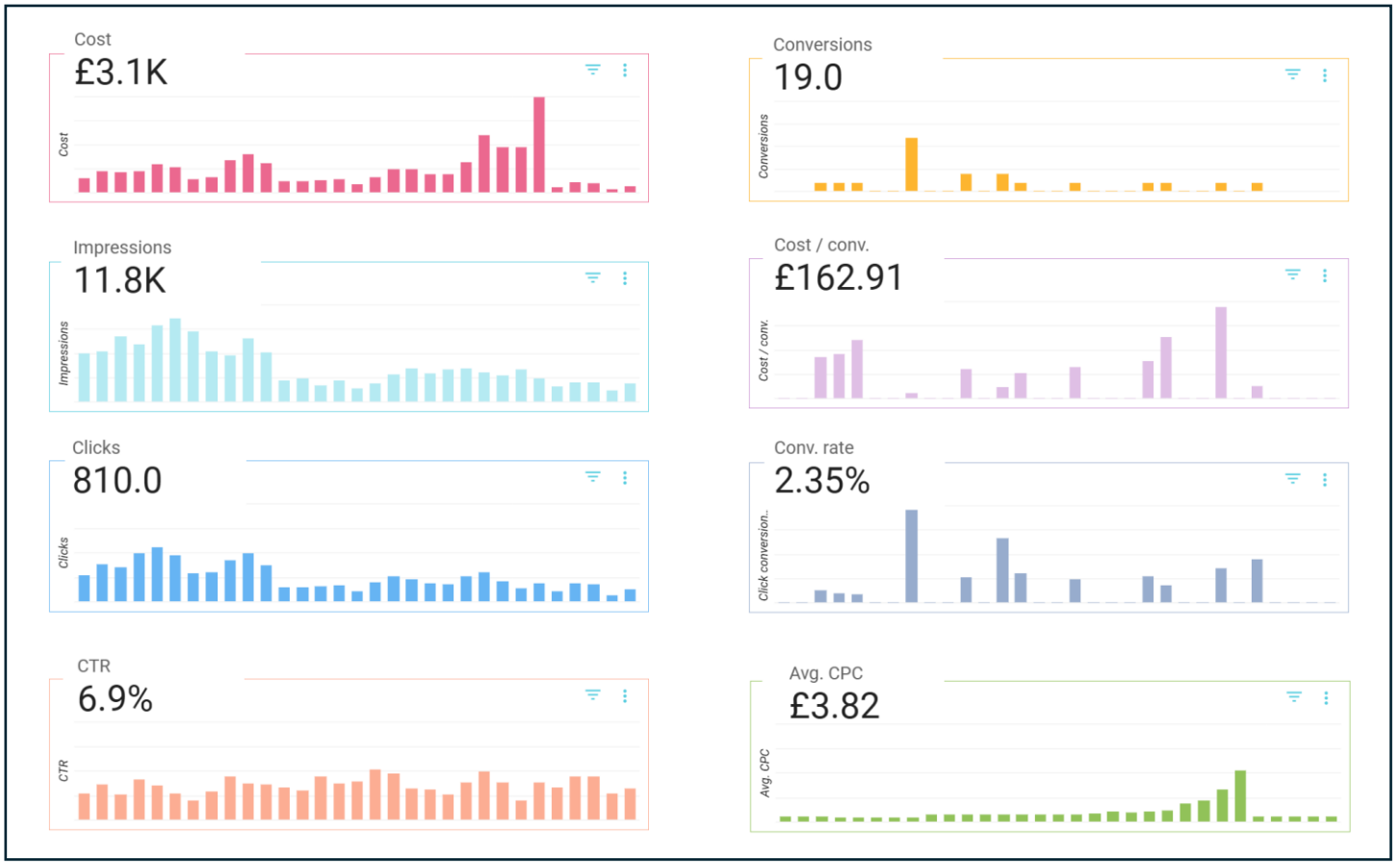
Number of clients placed the order during the month - 40

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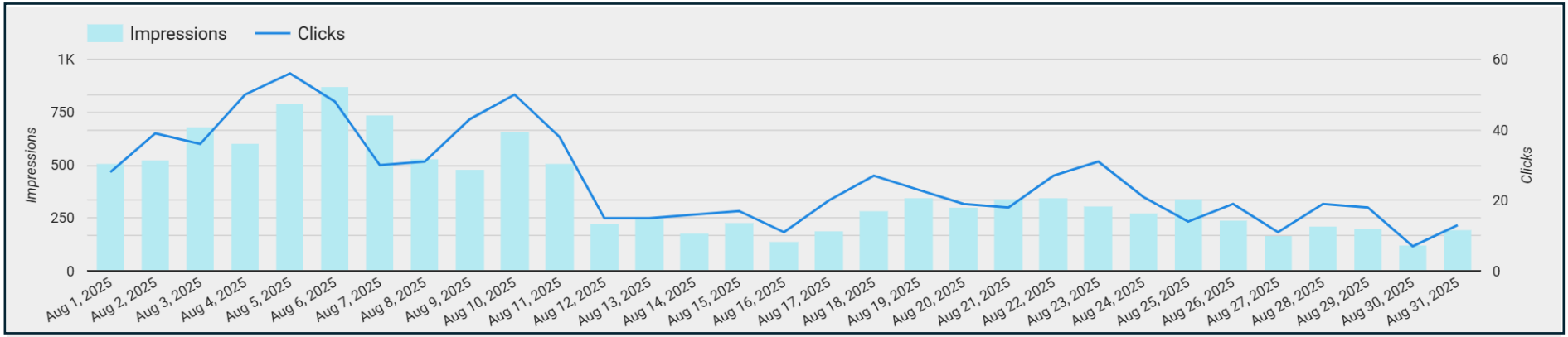
MARKETING PERFORMANCE DURING THE MONTH

Google Ads during 01/08/2025 – 31/08/2025

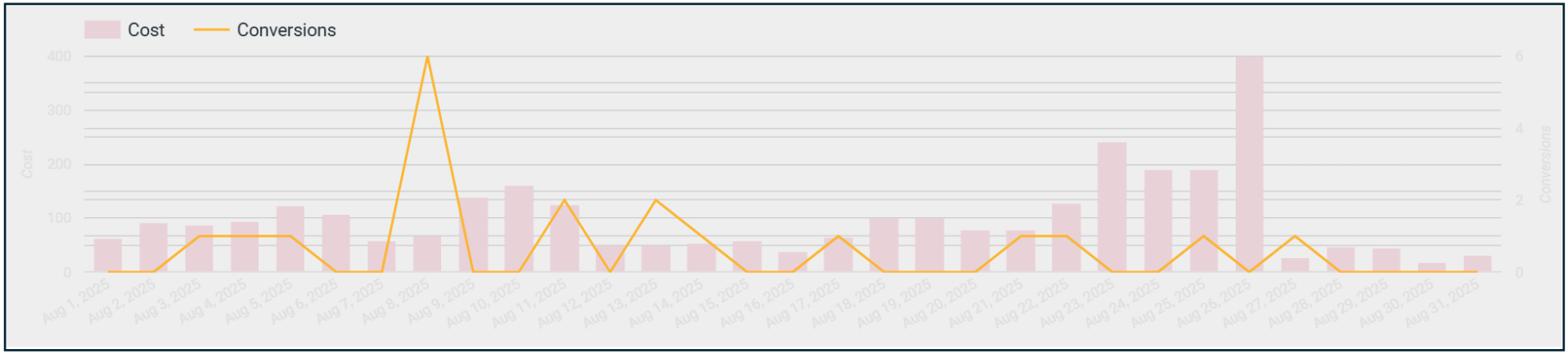
PERFORMANCE METRICS



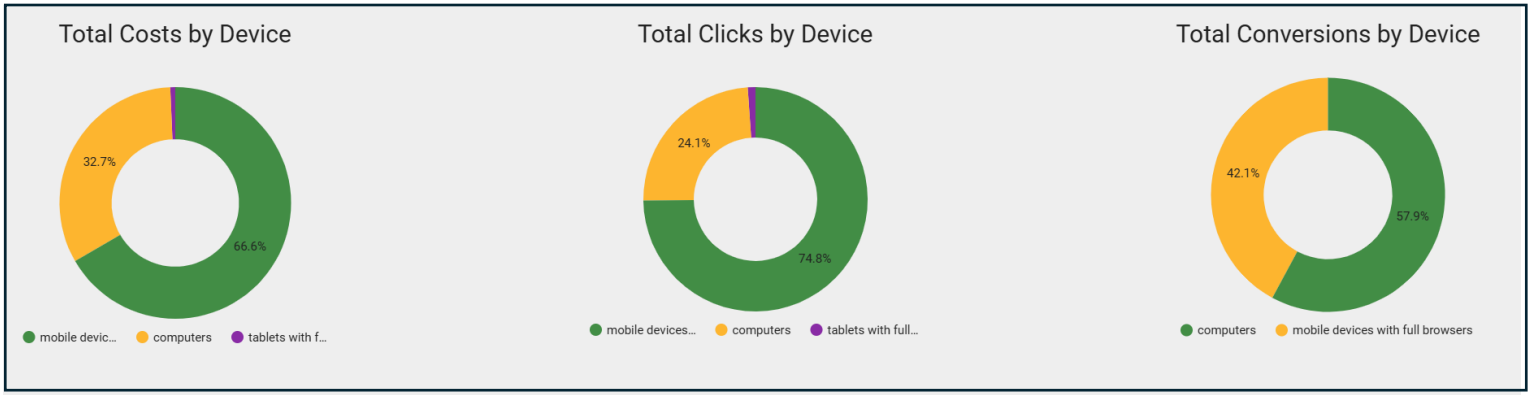
IMPRESSIONS 11.8K ↑ 10,902 & CLICKS 810.0 ↑ 751



COSTS £3K ↑ £2,988.74 & CONVERSIONS 19 ↑ 19



DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£2,062	8,758	606	6.92%	£3.4	8	£257.8	1.32%
2.	computers	£1,011	2,909	195	6.7%	£5.19	11	£91.95	5.64%
3.	tablets with full browsers	£22	122	9	7.38%	£2.39	0	£0	0%
	Grand total	**£3,095**	**11,789**	**810**	**6.87%**	**£3.82**	**19**	**£162.91**	**2.35%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£1,988	7,336	575	7.84%	£3.46	15.5	£128.28	2.7%
Laundry Services	£1,107	4,453	235	5.28%	£4.71	3.5	£316.31	1.49%
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%

HIGHLIGHTS OF THE MONTH

SALES

Total New Client: 4 **Pending Contracts: 0**

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **19**

Cost per conversion – **£162.91**

LOGISTICS & OPERATIONS

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

Total Articles delivered/sent out: **N/A**

Total Received: **N/A**

Damaged Articles received: **N/A**

Damaged Proportion: **N/A**

Laundry bags record -

Total out – **N/A** | Total In – **N/A** | Damaged – **N/A**

Damaged Proportion – **N/A** | Difference – **N/A**

2. Client – DMC (Laundry)

Total Articles delivered/sent out: **N/A**

Total Received: **N/A**

Damaged Articles received: **N/A**

Damaged Proportion**: N/A**

DMC (Purchase – Duvets & Pillows)

Total Sent out – **N/A**

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	2	16
Cleaning	0	1
Laundry Only Services	0	2
Purchase	1	3
Housekeeping (Cleaning + Hire)	1	3
GRAND TOTAL	**4**	**25**

ORDERS DELIVERED

Category	Order Count
Linen Hire	162
Laundry Only	13
Cleaning Services	0
Cleaning + Hire	15
Total	**190**

Number of clients placed the order - 40

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TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	120	£34,403.91
Purchase	6	£20,159.40
Turnover pack	5	£193,432.80
Laundry Only	6	£1,010.33
Cleaning Services	5	£18,143.10
Housekeeping	18	£2,679.66
Premises Rent	1	£4,900.00
Damage	0	£0.00
Total	**161**	**£274,729.20**

LEADS RECEIVED

Category	Total leads
Linen Hire	18
Cleaning Services	1
Laundry Only Services	2
Housekeeping (Cleaning + Hire)	2
Purchase	4
Miscellaneous (Invalid/Duplicate)	6
GRAND TOTAL	**33**

Self-sourced = 3