londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

21/07/2025 – 27/07/2025

QUICK GLANCE AT FIGURES

£

LHS SALES

£7,809.74

TOTAL INVOICES

26

NEW LEADS

2

“”

QUOTES SENT

1

londonist
HOSPITALITY

CONVERSIONS

1

AMAZON SALES

£418

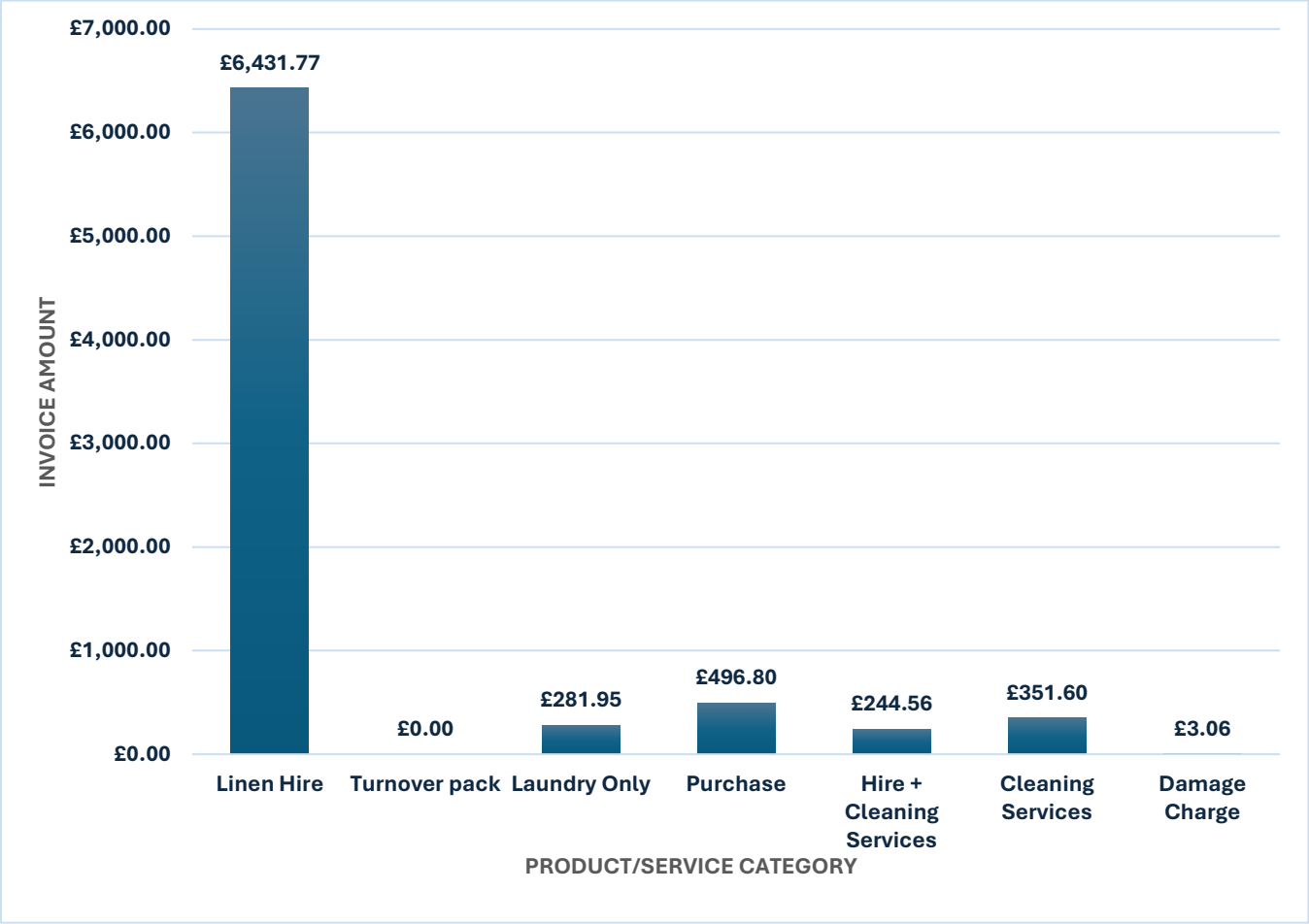
AMAZON ORDERS

17

ORDERS DELIVERED

39

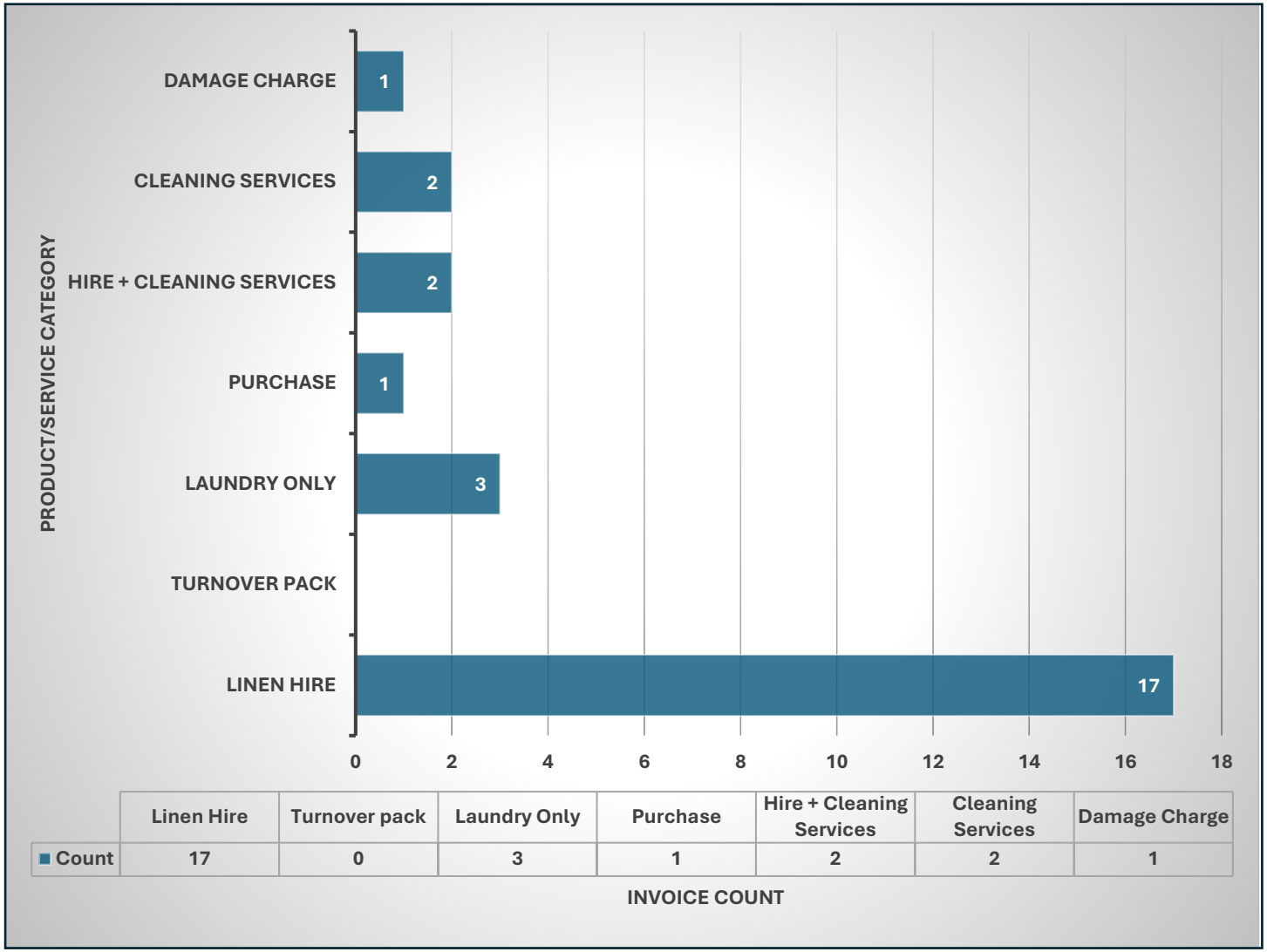
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £7,809.74

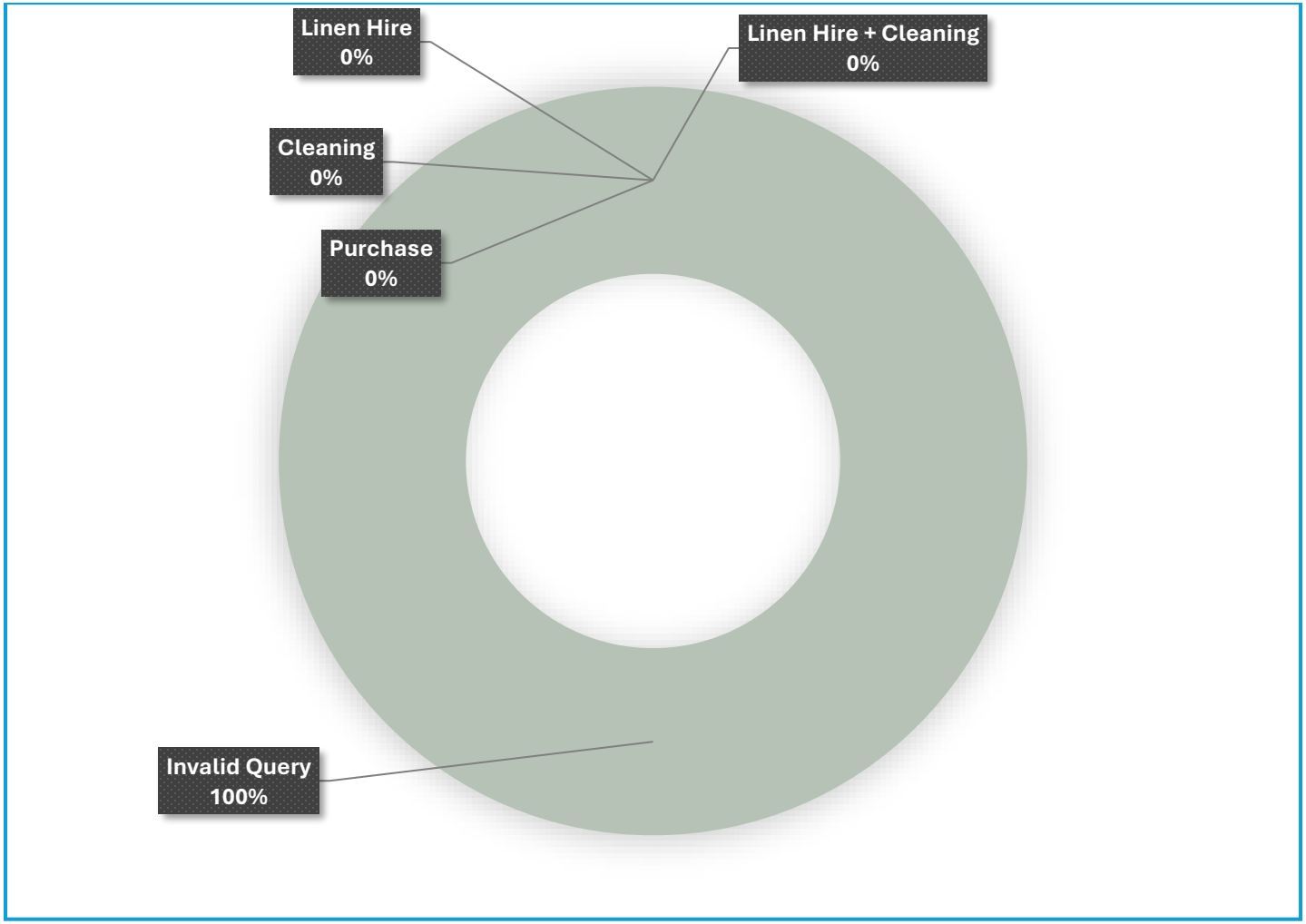
DMC sales: **£680.40**
Other (LHS Clients): **£7,129.34**

DETAILED STATISTICS – INVOICE COUNT (26)



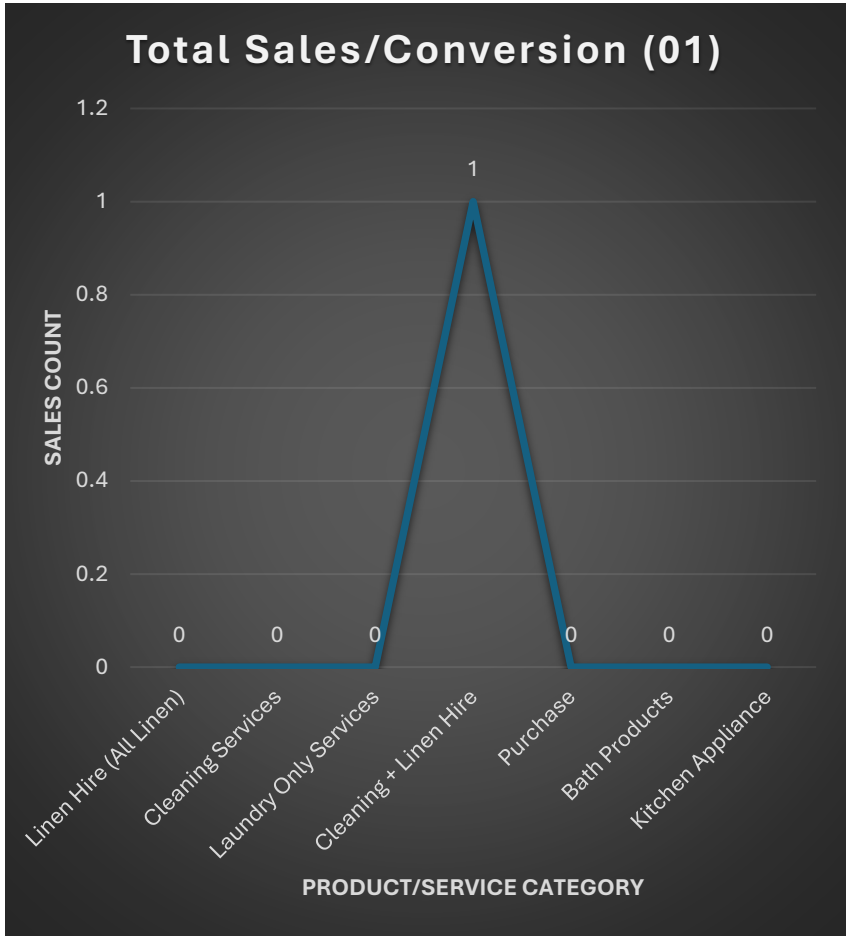
	Linen Hire	Turnover pack	Laundry Only	Purchase	Hire + Cleaning Services	Cleaning Services	Damage Charge
Count	17	0	3	1	2	2	1

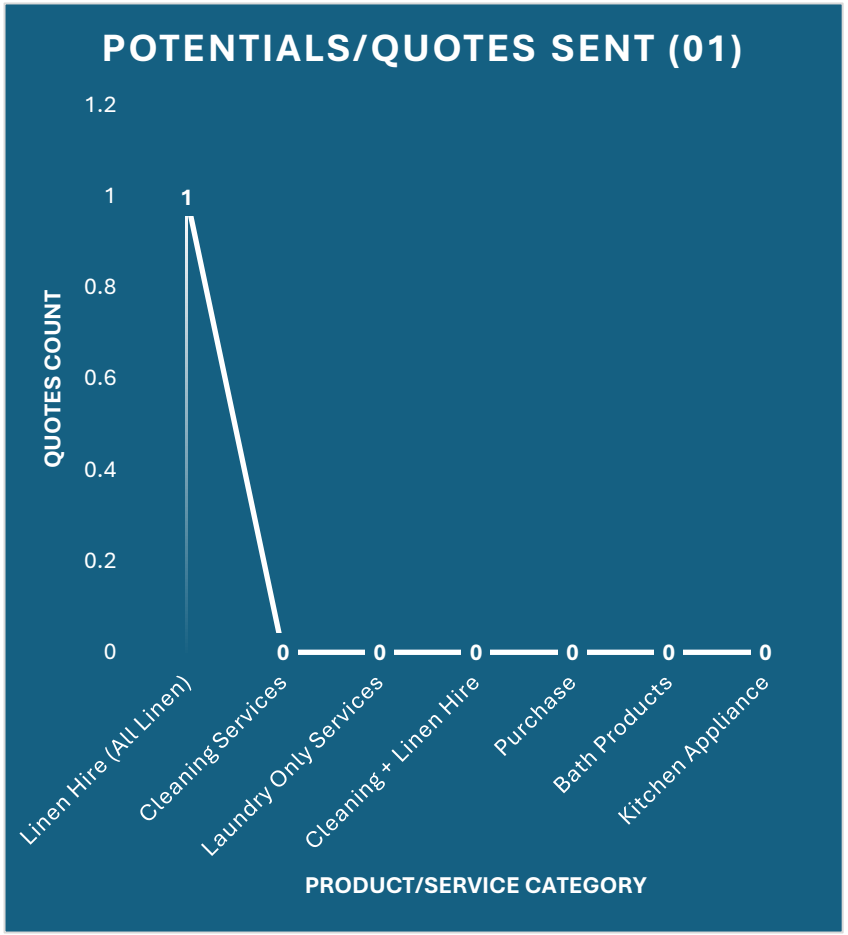
LEADS RECEIVED DURING THE WEEK (02)



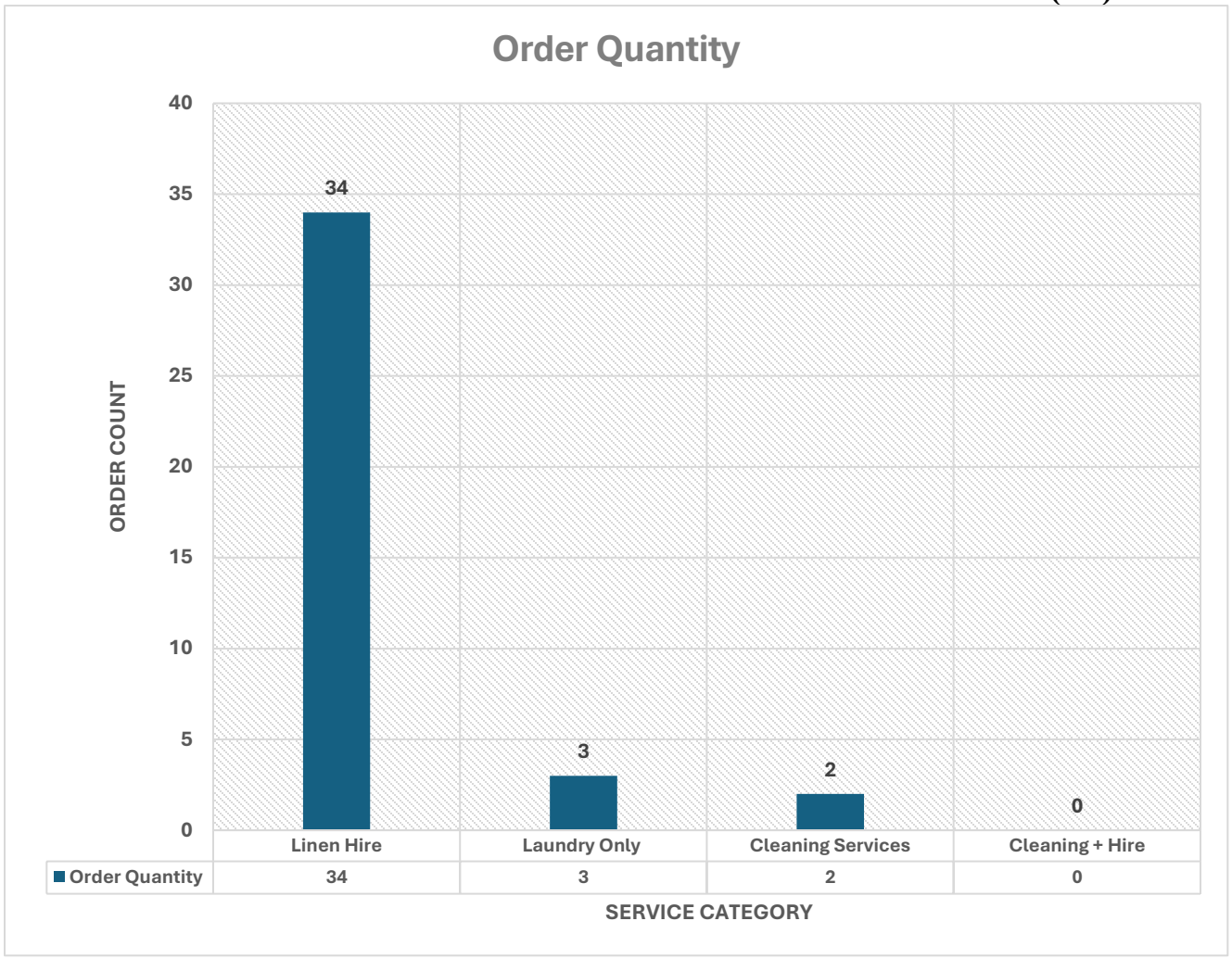
NOTE: 2 leads received for job enquiries.

SALES TEAM ACTION





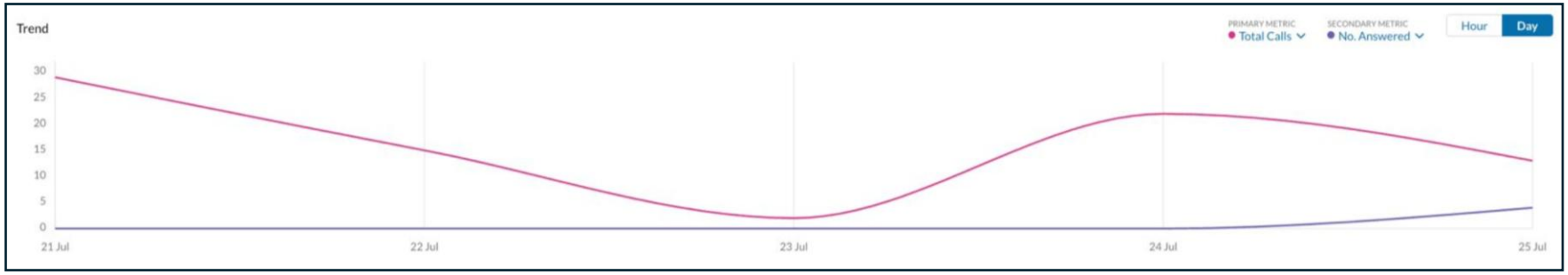
ORDERS DELIVERED DURING THE WEEK (39)



NOTE: Number of clients placed the order **- 09**

SALES CALL INSIGHTS

Sales Agent: Abhishek
Total Calls during 5 working days of the week**: 80**
Average calls: Abhishek – **16 per day**

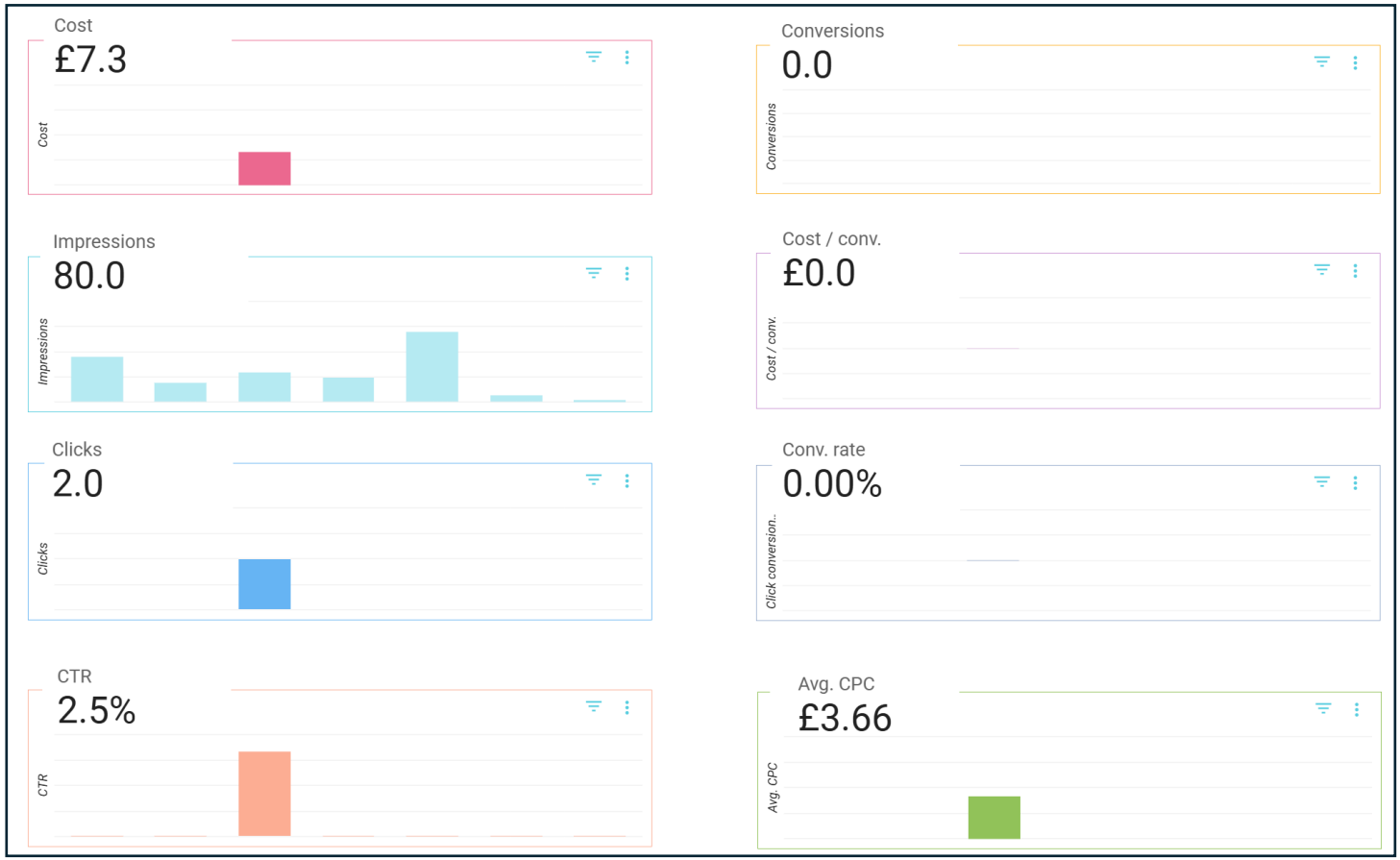


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	201	80	16.00	5	75	20.0%	00:42

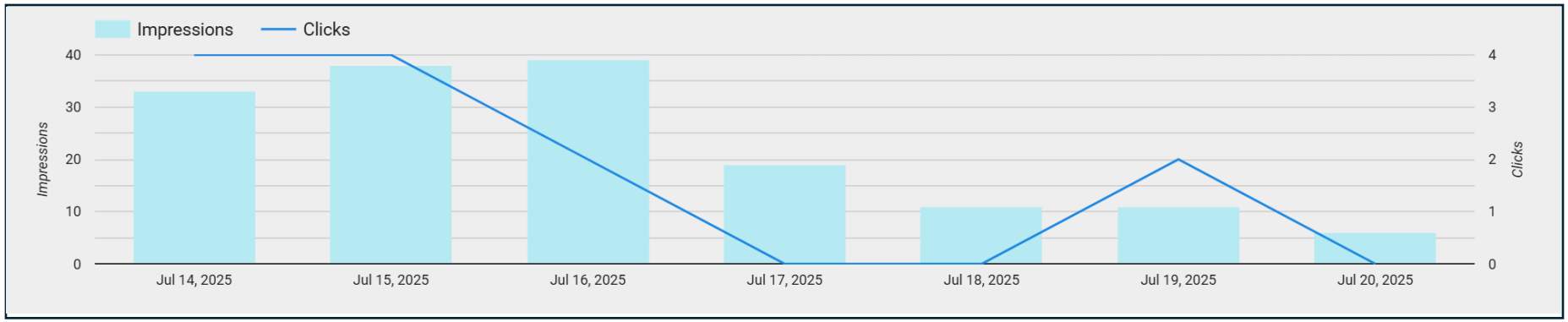
Note: Average calls by Abhishek is calculated based on 5 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

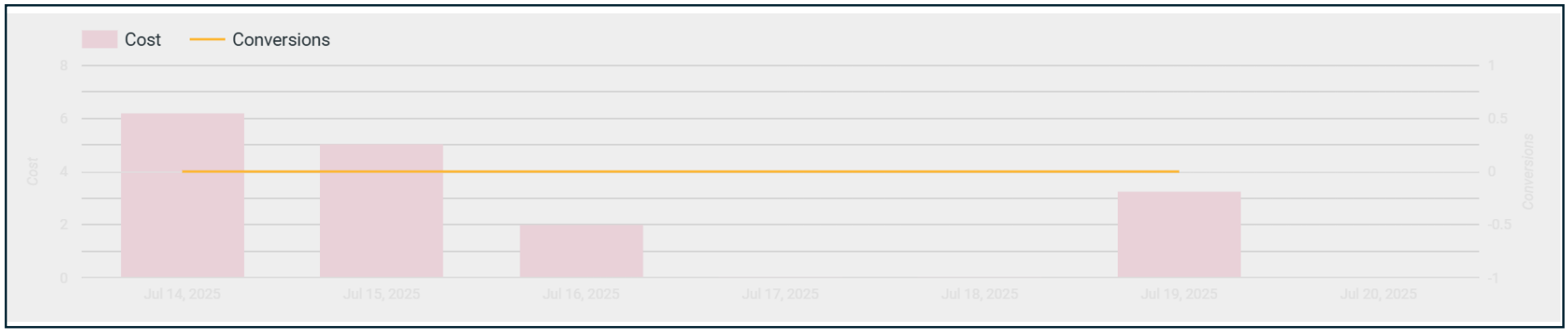
Google Ads
PERFORMANCE METRICS



IMPRESSIONS 80.0 -77 & CLICKS 2.0 -10



CONVERSIONS 0 0 vs COSTS £7 £-9.26



USER DEVICE PERFORMANCE

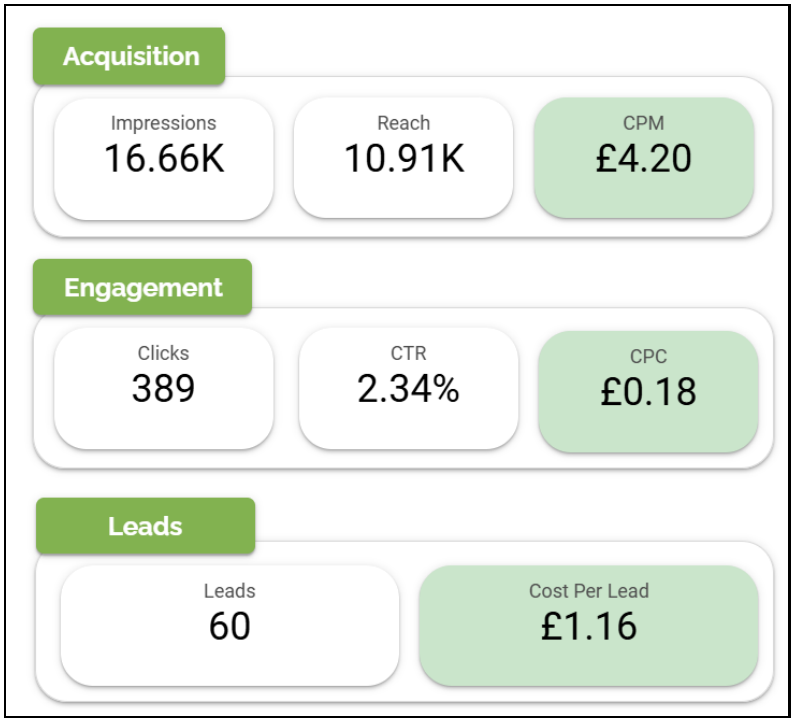


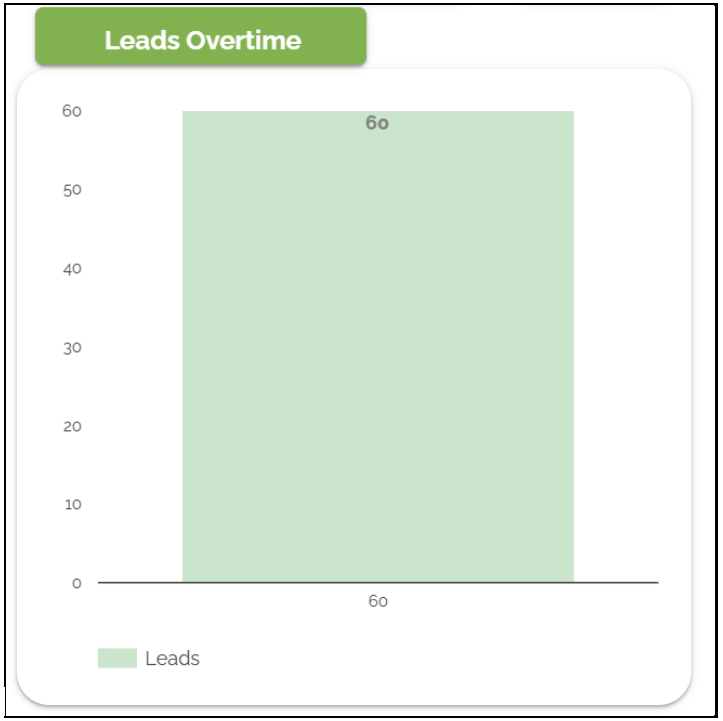
	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	computers	£7	16	2	12.5%	£3.66	0	£0	0%
2.	mobile devices with full browsers	£0	64	0	0%	£0	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£7	45	2	4.44%	£3.66	0	£0	0%
Cleaning Services	£0	0	0	0%	£0	0	£0	0%
Hire Services	£0	35	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	**£7**	**80**	**2**	**2.5%**	**£3.66**	**0**	**£0**	**0%**

Meta Ads (Job Enquiries)
PERFORMANCE METRICS





Amount spent: **£69.89**
Conversions (Leads generated): **60**

HIGHLIGHT (21/07/2025 – 27/07/2025)

SALES

Promising Leads & Contracts Signed

1. **George Mills, AEG Cleaning - Contract Signed**
   Service Requested – Linen Hire (Polycotton)
   Frequency – Once a month
   Annual Contract Value - £6600
   Location – Collection from our Warehouse

2. **Daanish Ahmad, Warple way court limited – Promising Lead**
   Service Requested – Linen Hire (Polycotton)
   Frequency – Bi-weekly
   Location – 29 Warple Way, Acton, W3 0RX
   Status – Will sign the contract by next week mostly.

3. **Krisztina Borsodi, The Hungarian Cleaner – Promising Lead**
   Service Requested – Linen Hire
   Estimated quote amount – **TBD**
   Frequency – Once a week (Depends on booking)
   Location – Croydon (10 properties)
   Status – The prospect has passed the quote to the property hosts and will get back to us once she receives a response from them.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion - **£7.3**

Campaign wise Spent:

Google Ads –

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

Meta Ads Cost per Conversion for JOB APPLICANTS:

Total Leads Received – **60**

Cost per Conversion - **£69.89**

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	1	0
Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**1**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	17	£6,431.77
Turnover pack	0	£0.00
Laundry Only	3	£281.95
Purchase	1	£496.80
Hire + Cleaning Services	2	£244.56
Cleaning Services	2	£351.60
Damage Charge	1	£3.06
Total	**26**	**£7,809.74**

***DMC* - £7,129.34**
LHS (Other clients) - £680.40

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	34
Laundry Only	3
Cleaning Services	2
Cleaning + Hire	0
Total	**39**
Orders placed - 9 Clients	

LEADS RECEIVED DURING THE WEEK

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

Self-sourced leads - 0

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Abhishek	80	16.00	5
GRAND TOTAL	**80**	**16.00**	**5**
1 day (Wednesday) was spent on Field visits last week.			

TENTATIVE SCHEDULE FOR NEXT WEEK (28/07/2025 – 03/08/2025)

Company Name	Order Ref	Delivery Address	Contact Details	Order Description
Linden House Hotel	INV-002639	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Magic Stay London	INV-002643	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)
Building Clean London	INV-002642	57-59 Philbeach Gardens, SW5 9EE	07562 448 464	Sets (No Stripe)
Voyage Stay	INV-002634	9 Wigmore Place, W1U 2LS	7544801629	Itemised (4x Kitchen Towel)

Natalie Emmerson	INV-002628	8 Broxash Road SW11 6AB	7539 476762	Cleaning
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-002626	3 Blakes Cottages, Reading, RG1 3JA.	07766846868	Sets
Perfect Touch Cleaning Services	INV-002627	9 London Spur SL1 3PH	07766846868	Sets
Chris Grace	INV-002625	Maid in Chelsea, 27 Parson's Green Lane, London, SW6 4HH	07810 565 320	Itemised
Nawsa Properties	INV-002624	Flat 4 steel back house, 102 Renwick Road barking, IG11 0PE	7908962805	Sets
GK Lettings	INV-002637	2 Vincent Road, CR0 6ED Croydon	07703 430949	Sets
Khaya Getaways	INV-002585	Flat B, 429-431 Wick Lane, Bow, E3 2JG	7950674283	Itemised

Art of Smile	INV-002644	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-002644	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-002644	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-002640	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton

London Urban Escape	INV-002623	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-002623	14 Camden High Street, London, NW1 0JH	07481 154 511	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Perth Recordings Ltd	INV-002630	10 Porchester Terrace, Flat 6, W2 3TL	7730731955	Sets (4x Toilet rolls) (2x Toiletry kit)(2x Garbage Bag)(1xKitchen Towel)
Afaad Properties	INV-002531	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	7948977750	Cleaning

Messiah Properties	INV-002622	Flat 1, 26 Lupus street SWIV 3DZ	07786 080 000/ 0204 603 4190	%100 Cotton - Sets (6x Toiletry Kits)
La Bibliotheque	-	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	07799 007 963 / 01450 367 110	Itemised
Seeker Estates Ltd	-	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-002643	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)
Domi Stay	-	Flat 2 Lyncourt, The Rrchard, London, SE3 0QT	07985 367 548	Collection
Pam Nash	INV-002633	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	INV-002636	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-002641	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton

Seeker Estates Ltd	-	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-002620	Flat 12: 293 Ballards Lane, N12 8NP	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002621	161A Brook Drive, SE11 4TG	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002619	2507 Maine Tower, 9 Harbour way, E14 9DN	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Urban Key	NA	Flat A Denim Studios 6 Davenant Street E1 5AQ	7795239369	Collection
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	-	-	-	Cleaning