londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

28/07/2025 – 03/08/2025

QUICK GLANCE AT FIGURES

£

LHS SALES

£104,176.94

TOTAL INVOICES

45

NEW LEADS

10

QUOTES SENT

4

londonist HOSPITALITY

CONVERSIONS

1

AMAZON SALES

£339

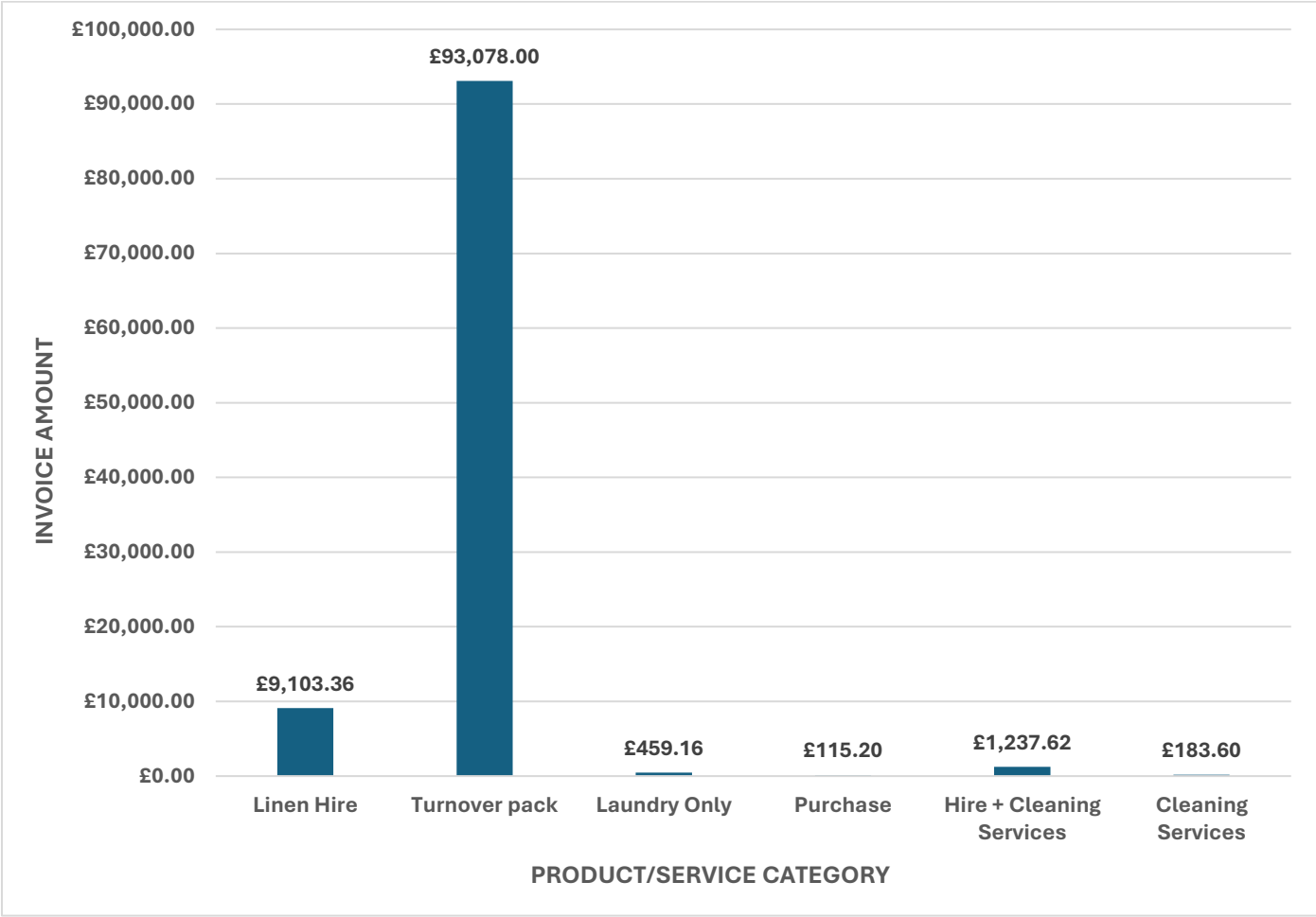
AMAZON ORDERS

16

ORDERS DELIVERED

51

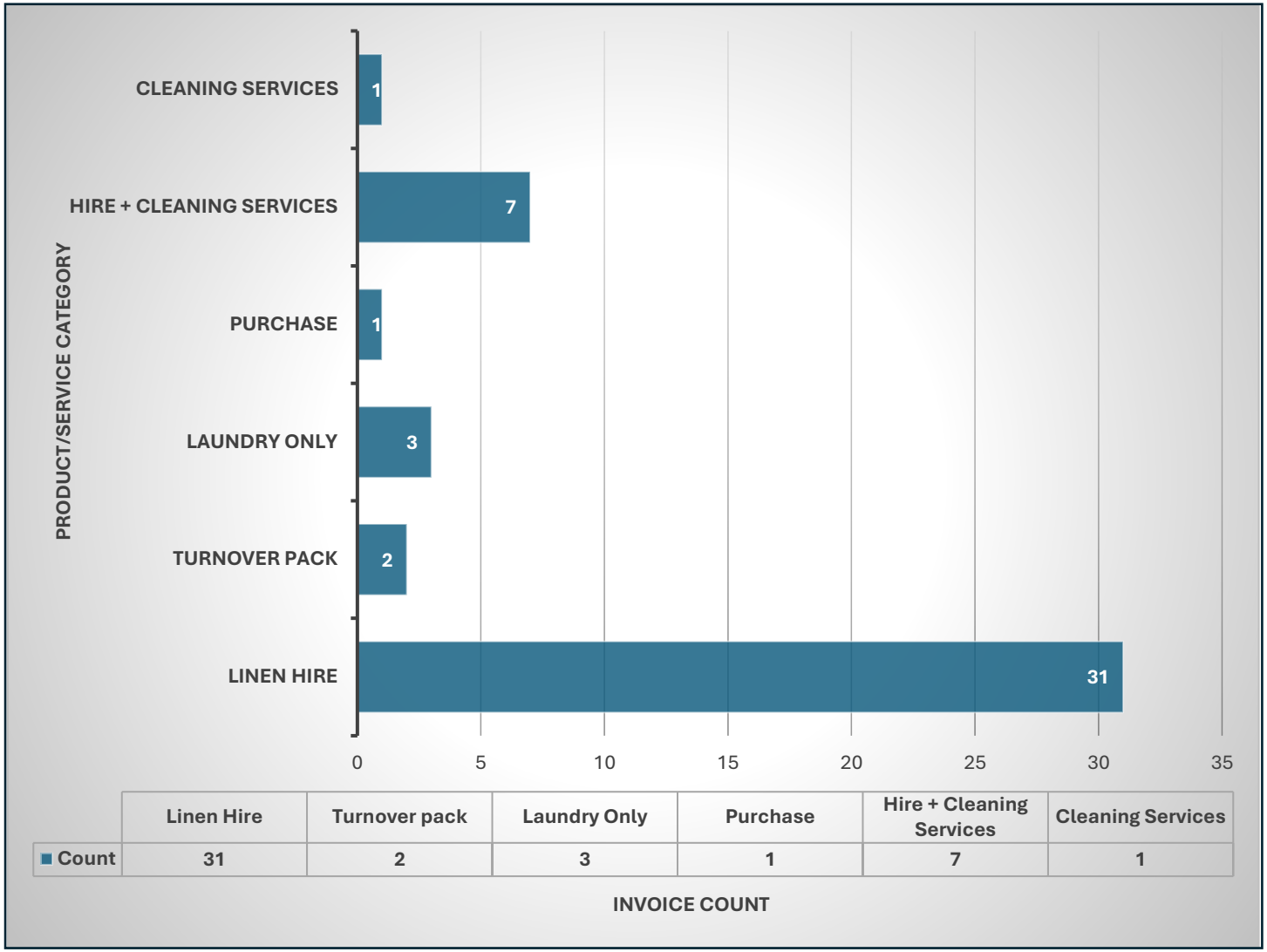
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £104,176.94

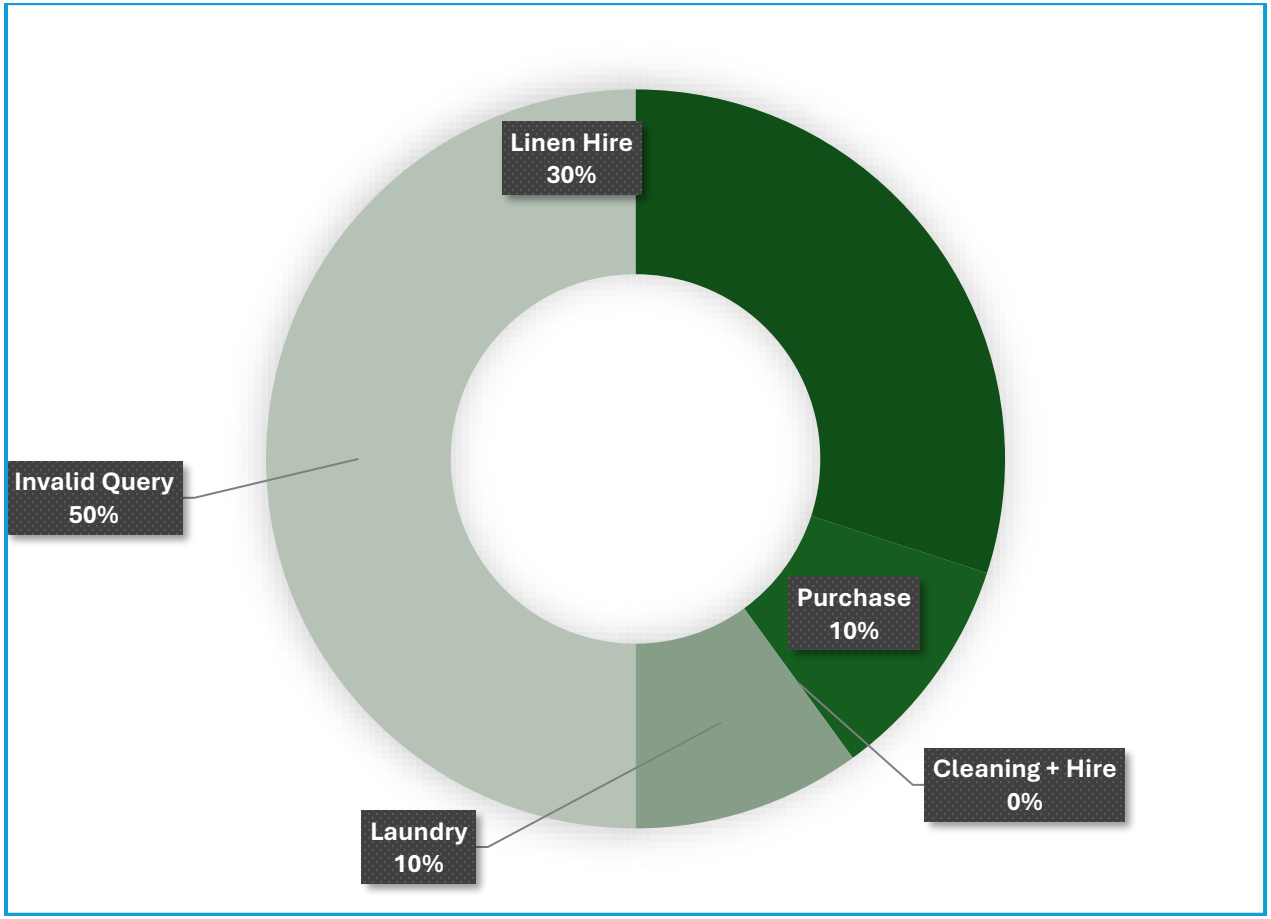
DMC sales: **£93,376.80**
Other (LHS Clients): **£10,800.14**

DETAILED STATISTICS – INVOICE COUNT (45)



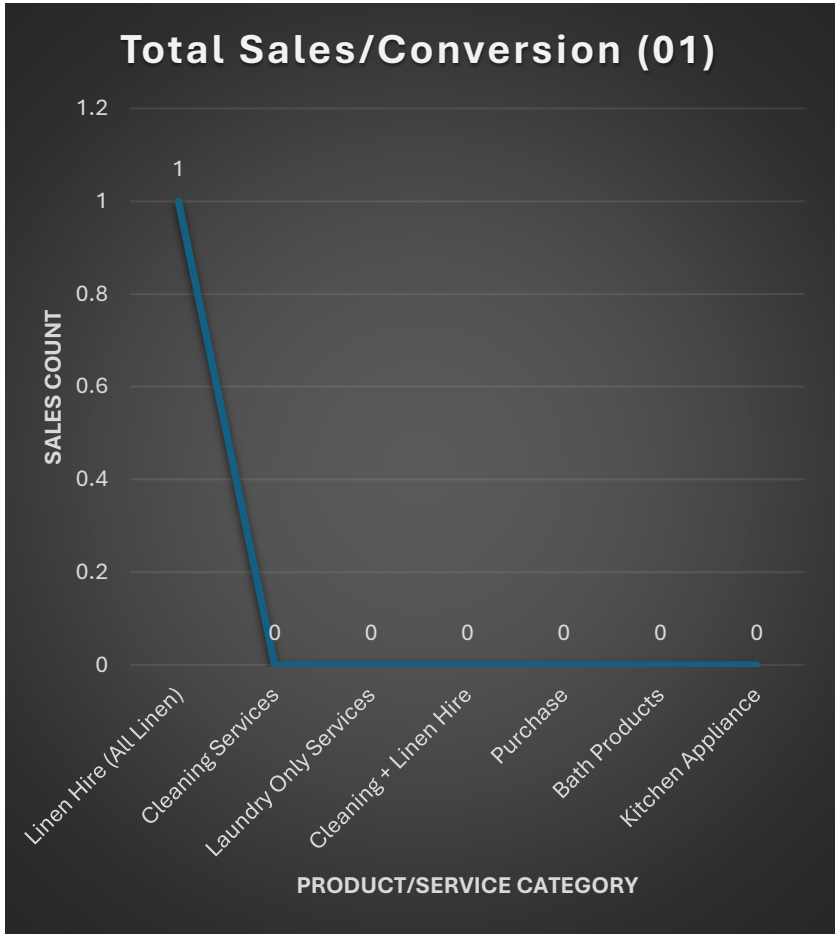
	Linen Hire	Turnover pack	Laundry Only	Purchase	Hire + Cleaning Services	Cleaning Services
Count	31	2	3	1	7	1

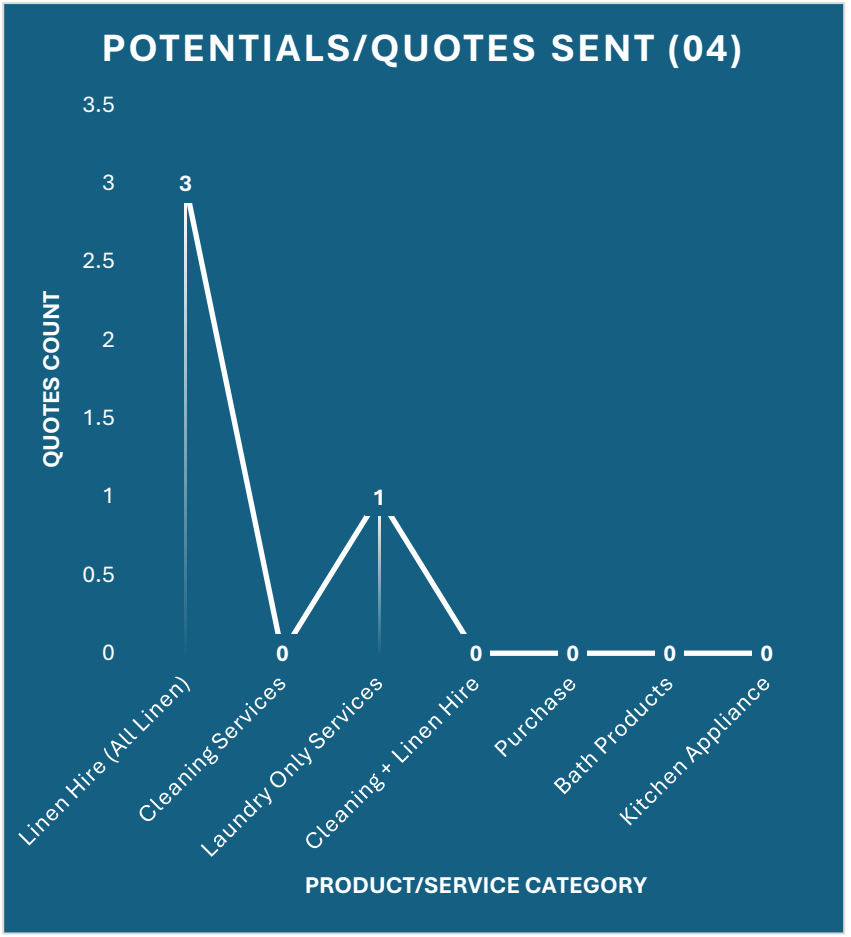
LEADS RECEIVED DURING THE WEEK (10)



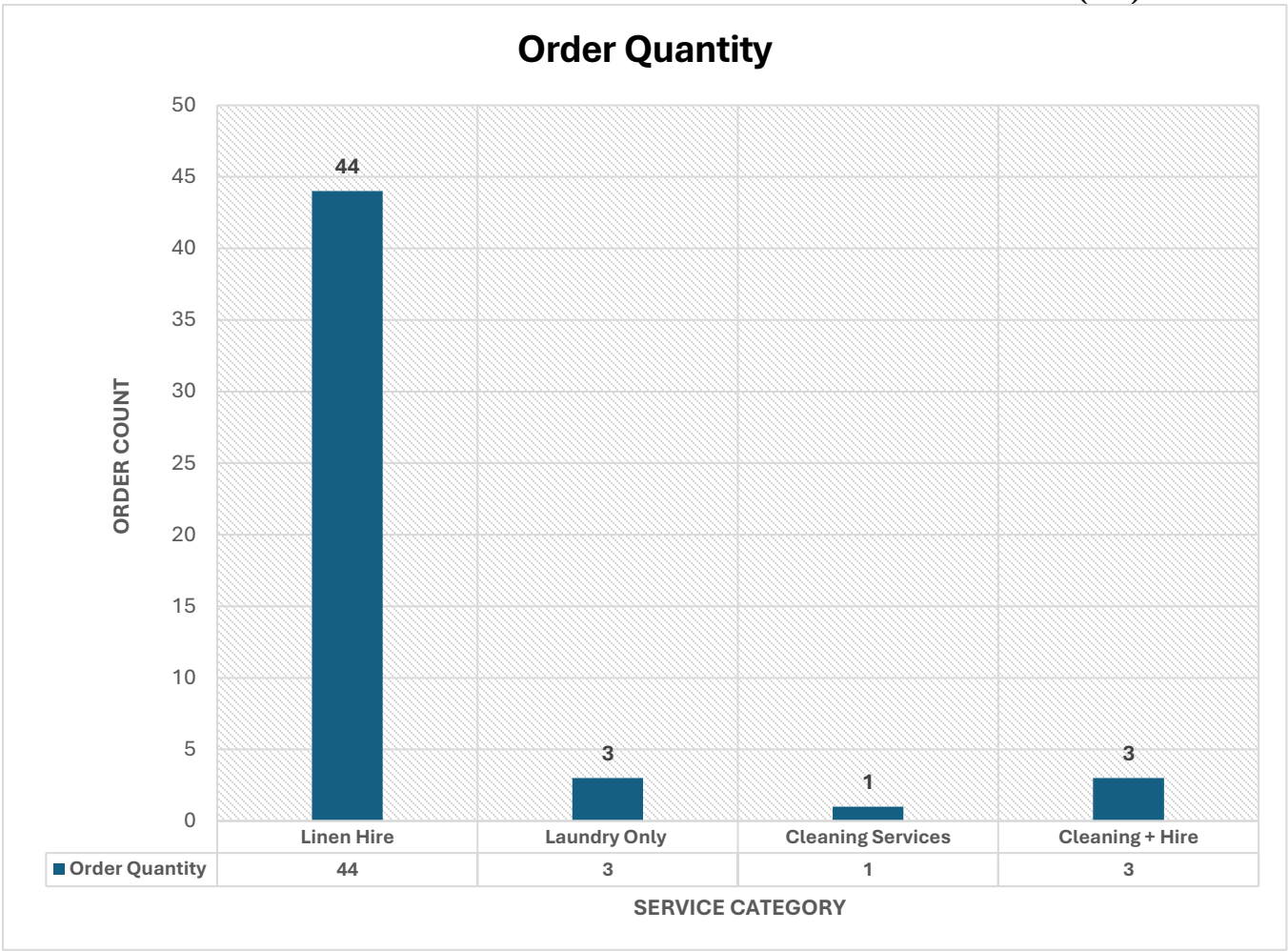
NOTE: 3 Self-sourced leads

SALES TEAM ACTION





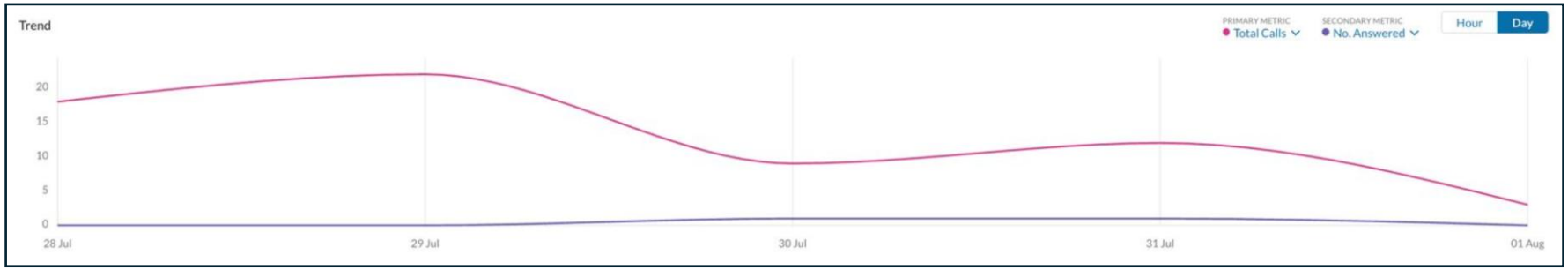
ORDERS DELIVERED DURING THE WEEK (51)



NOTE: Number of clients placed the order **- 26**

SALES CALL INSIGHTS

Sales Agent: Abhishek
Total Calls during 5 working days of the week**: 64**
Average calls: Abhishek – **13 per day**

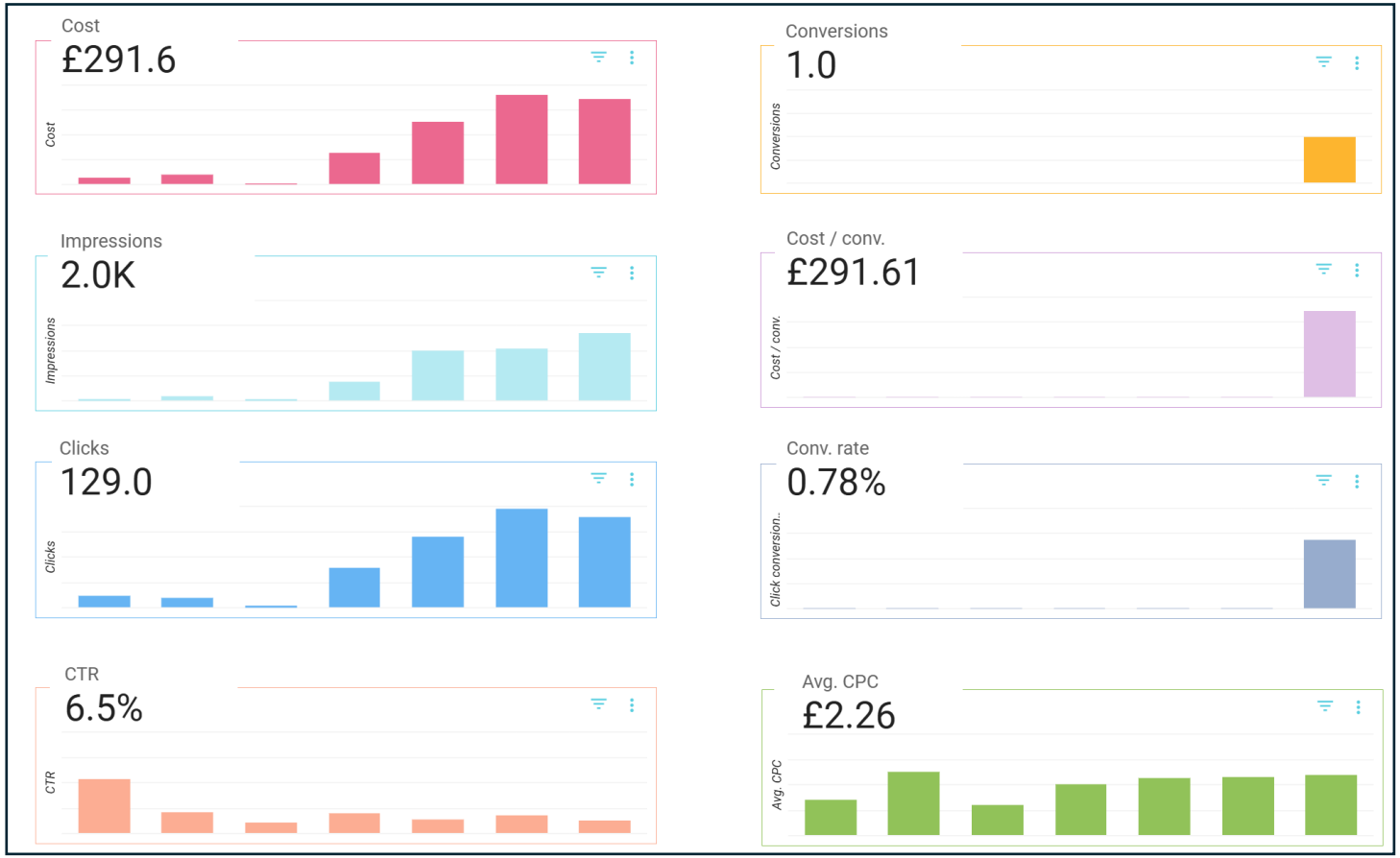


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	201	61	12.20	2	59	0.0%	00:43

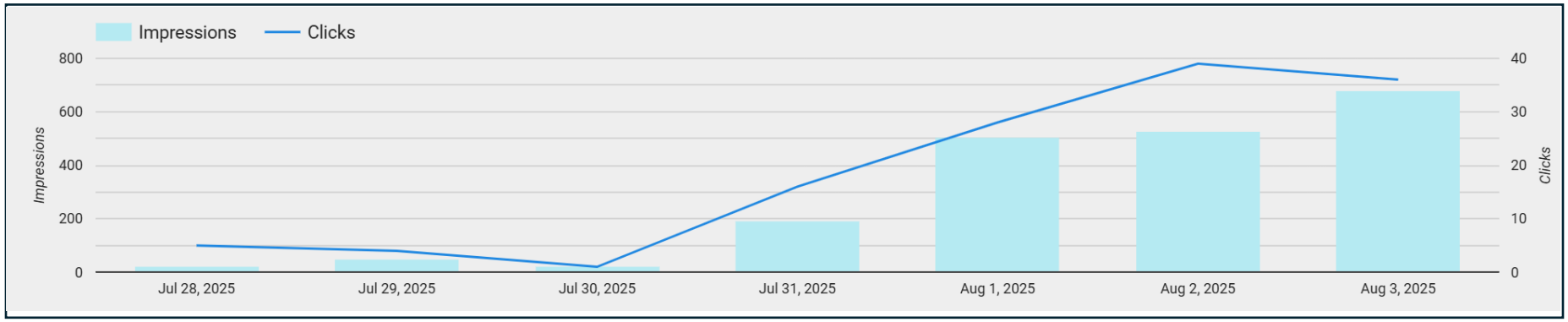
Note:
a) Average calls by Abhishek is calculated based on 5 working days.
b) 1 day (Wednesday) was spent on Field visits last week.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

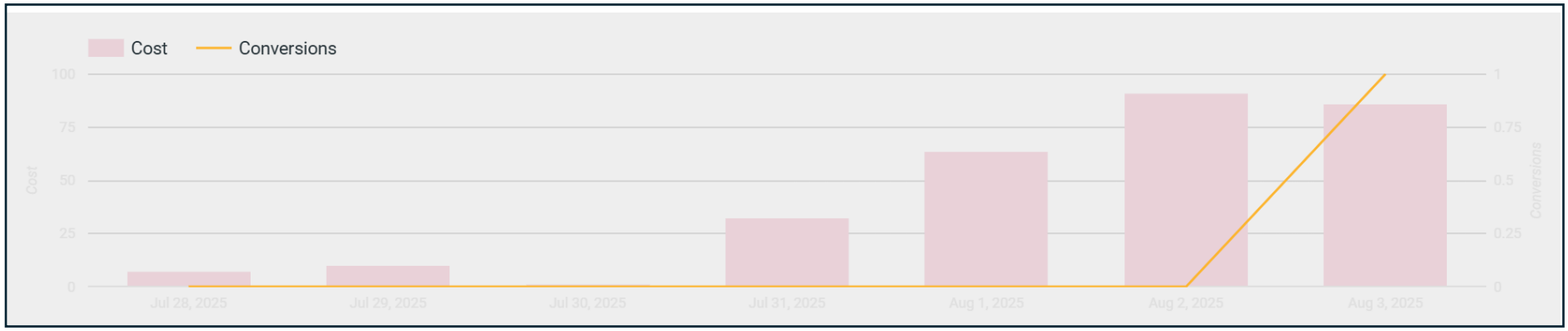
Google Ads
PERFORMANCE METRICS



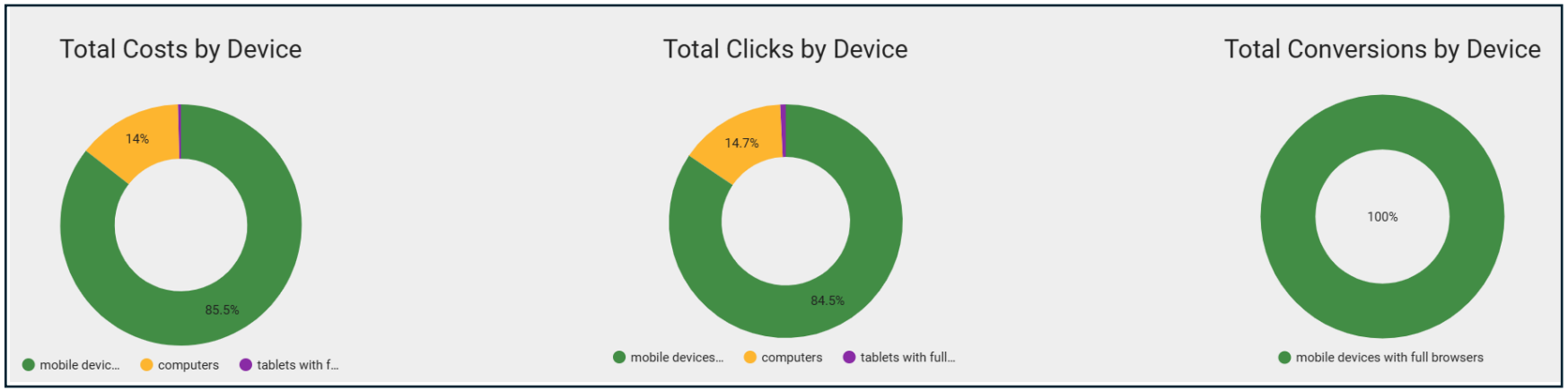
IMPRESSIONS 2.0K ↑ 1,919 & CLICKS 129.0 ↑ 127



CONVERSIONS 1 ↑ 1 vs COSTS £292 ↑ £284.29



USER DEVICE PERFORMANCE

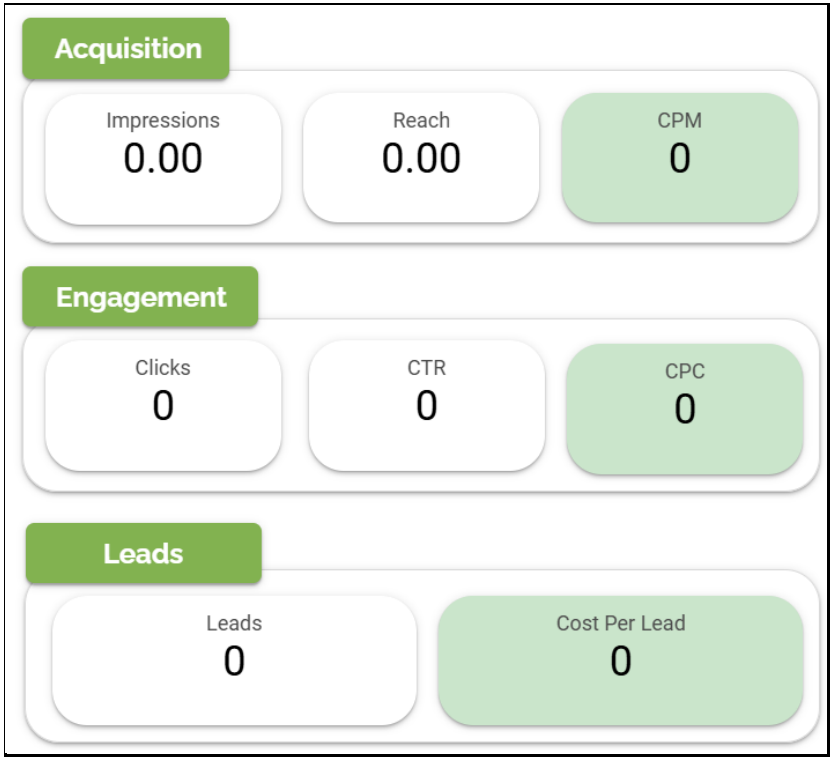


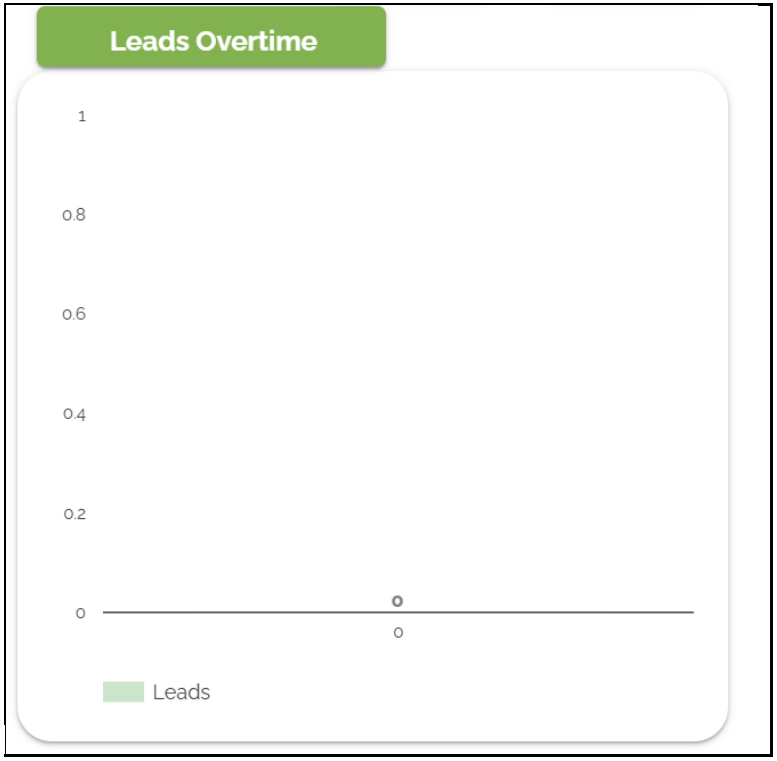
	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£249	1,641	109	6.64%	£2.29	1	£249.47	0.92%
2.	computers	£41	340	19	5.59%	£2.15	0	£0	0%
3.	tablets with full browsers	£1	18	1	5.56%	£1.23	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£176	1,391	85	6.11%	£2.07	1	£175.74	1.18%
Laundry Services	£116	608	44	7.24%	£2.63	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	**£292**	**1,999**	**129**	**6.45%**	**£2.26**	**1**	**£291.61**	**0.78%**

Meta Ads (Job Enquiries)
PERFORMANCE METRICS





Amount spent: **£0**
Conversions (Leads generated): **0**

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. **Shannon Edmondson, CPL Productions – Promising Lead**
   Service Requested – Linen Hire
   Frequency – One time
   Location – TBD
   Status – This is a one-off requirement by a renowned production house accommodating the crew members etc. to shoot one of the Netflix shows.

3. **Kyle, Wiz Fitness – Promising Lead**
   Service Requested – Laundry services
   Estimated quote amount – **TBD**
   Frequency – Once a week
   Location – **TBD**
   Status – Prospect is not very sure about the quantity at this stage, hence a quote for 100 towel laundry is shared with him and it is currently under review.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **1**

Total amount spent - **£291.6**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£116**
   Leads generated – **0**
2. Hire Ads spent - **£176**
   Leads generated – **1**
3. Cleaning Ads spent - **£0**
   Leads generated – **0**

Meta Ads Cost per Conversion for JOB APPLICANTS:

Total Leads Received – **0**

Amount spent - **£0**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	3
Cleaning Services	0	0
Laundry Only Services	0	1
Cleaning + Linen Hire	0	0
Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**4**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	31	£9,103.36
Turnover pack	2	£93,078.00
Laundry Only	3	£459.16
Purchase	1	£115.20
Hire + Cleaning Services	7	£1,237.62
Cleaning Services	1	£183.60
Damage Charge	0	£0.00
Total	**45**	**£104,176.94**

***DMC* - £93,376.80**
LHS (Other clients) - £10,800.14

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	44
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	3
Total	**51**
Orders placed - 26 Clients	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	3
Purchase	1
Cleaning + Hire	0
Laundry	1
Invalid Query	5
GRAND TOTAL	**10**

Self-sourced leads - 3

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Abhishek	64	12.80	5
GRAND TOTAL	**64**	**12.80**	**5**
1 day (Wednesday) was spent on Field visits last week.			

TENTATIVE SCHEDULE FOR NEXT WEEK (03/08/2025 – 10/08/2025)

Company Name	Order Ref	Delivery Address	Contact Details	Order Description
Linden House Hotel	INV-002678	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Magic Stay London	INV-002677	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)
Urban Key	NA	Flat A Denim Studios 6 Davenant Street E1 5AQ	7795239369	Collection
Afaad Properties	INV-002629	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	7948977750	Cleaning
Domi Stay	INV-002681	Flat 2 Lyncourt, The Rrchard, London, SE3 0QT	07985 367 548	Laundry Delivery
Daanish Ahmed	INV-002665	29 Warple Way, Acton, W3 0RX	7411501482	
Messiah Properties	INV-002663	Flat E, 1 Glazbury Road, London, W14 9AS	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Voyage Stay	INV-002662	80a St Johns Wood High Street, NW8 7SH	7544801629	Sets
YBB Rent	INV-002674	Flat 149A, Albert Palace Mansions Lurline Gardens, London SW11 4DJ	7540808554	Itemised
YBB Rent	INV-002661	Flat 2, 179 Battersea Park Road, SW8 4LR	7540808554	Itemised
Building Clean London	TBC	57-59 Philbeach Gardens, SW5 9EE	07562 448 464	Sets (No Stripe)

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-002682	199 Blundell Rroad HA8 0JJ	07766846868	Sets
Perfect Touch Cleaning Services	INV-002683	3 Crown Close Farnham SL2 3GE	07766846868	Sets
Perth Recordings Ltd	INV-002667	10 Porchester Terrace, Flat 6, W2 3TL	7730731955	Sets (4x Toilet rolls) (2x Toiletry kit)(2x Garbage Bag)(1xKitchen Towel)
Sally Robinson	INV-002666	4 Earlsmead Road London NW105QB	7717681792	Cleaning Sets
Art of Smile	INV-002684	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-002684	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-002684	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-002679	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
London Urban Escape	INV-002670	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-002670	14 Camden High Street, London, NW1 0JH	07481 154 511	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Messiah Properties	INV-002671	Basement flat, 69 Marchmont St, WC1N 1AP	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002664	Flat 12 Peninsula Court, 121 East Ferry rd, E14 3LH	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
La Bibliotheque	INV-002676	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	07799 007 963 / 01450 367 110	Itemised
Seeker Estates Ltd	TBC	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-002677	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-002675	26 Roslyn Road, N15 5ET	7399153138	Itemised

Pam Nash	INV-002675	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-002680	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Seeker Estates Ltd	TBC	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
AEG Cleaning	INV-002685	A1, Leyton Industrial Village, E10 7QP	-	Sets
Natalie Emmerson	INV-002669	8 Broxash Road, London, SW11 6AB	7539476762	Sets
Afaad Properties	INV-002668	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	7948977750	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
-	-	-	-	-
-	-	-	-	-
Pass The Keys	TBC	10 Mossford Street, Bow, London E3 4TH	7308625885	Cleaning
Perth Recordings Ltd	INV-002672	10 Porchester Terrace, Flat 6, W2 3TL	7730731955	Sets (4x Toilet rolls) (2x Toiletry kit)(2x Garbage Bag)(1xKitchen Towel)