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HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/09/2025 – 30/09/2025

QUICK GLANCE AT FIGURES

TOTAL SALES
£382,874.82

TOTAL INVOICES
151

NEW LEADS
48

QUOTES SENT
19

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CONVERSIONS
3

AMAZON ORDERS
74

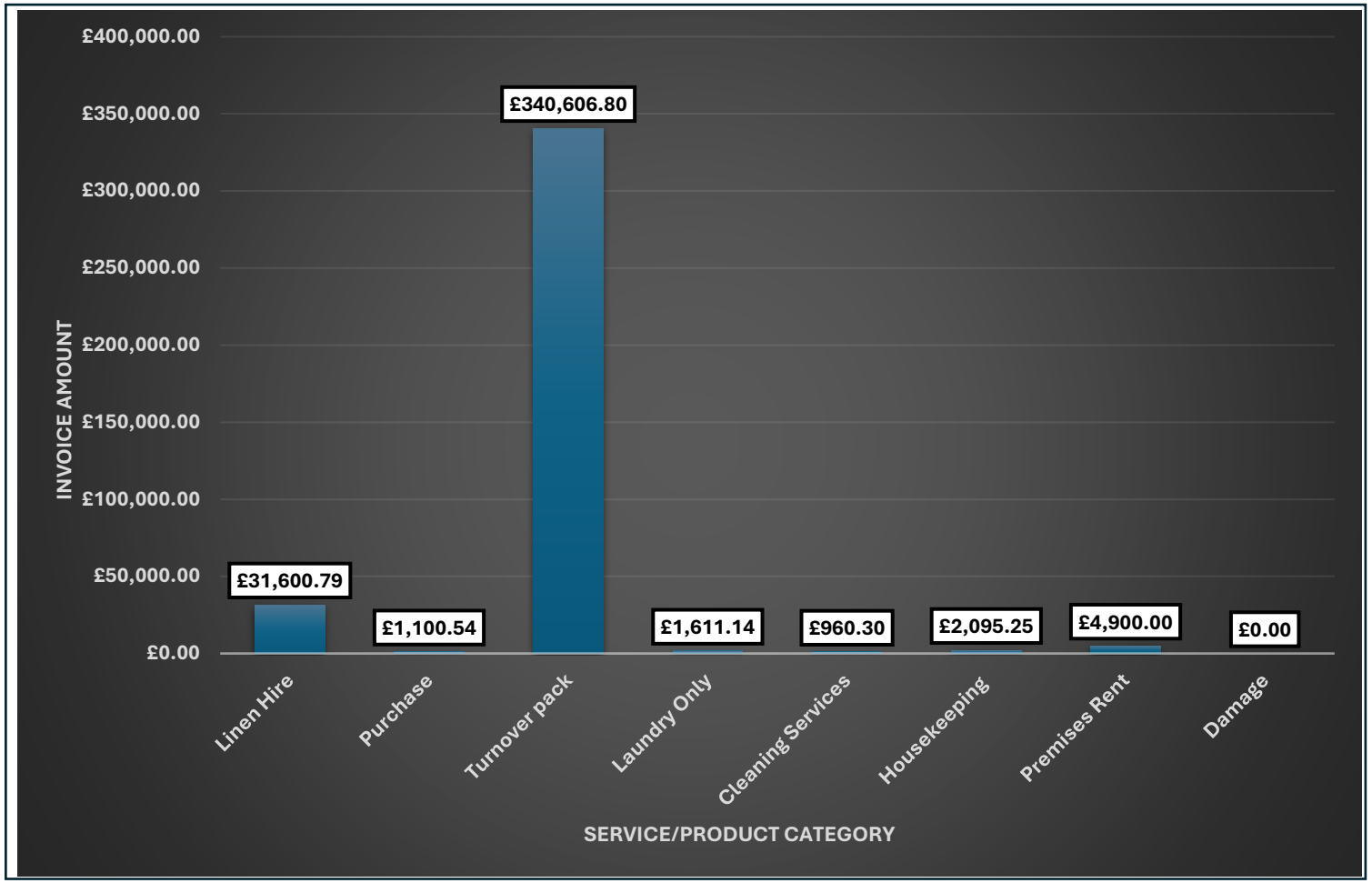
AMAZON SALES
£1,563.91

AMAZON RETURNS
4 (£139)

ORDERS DELIVERED
210

NOTE: *Amazon noted 3 returns worth £108 during the month*

DETAILED GLANCE OF SALES

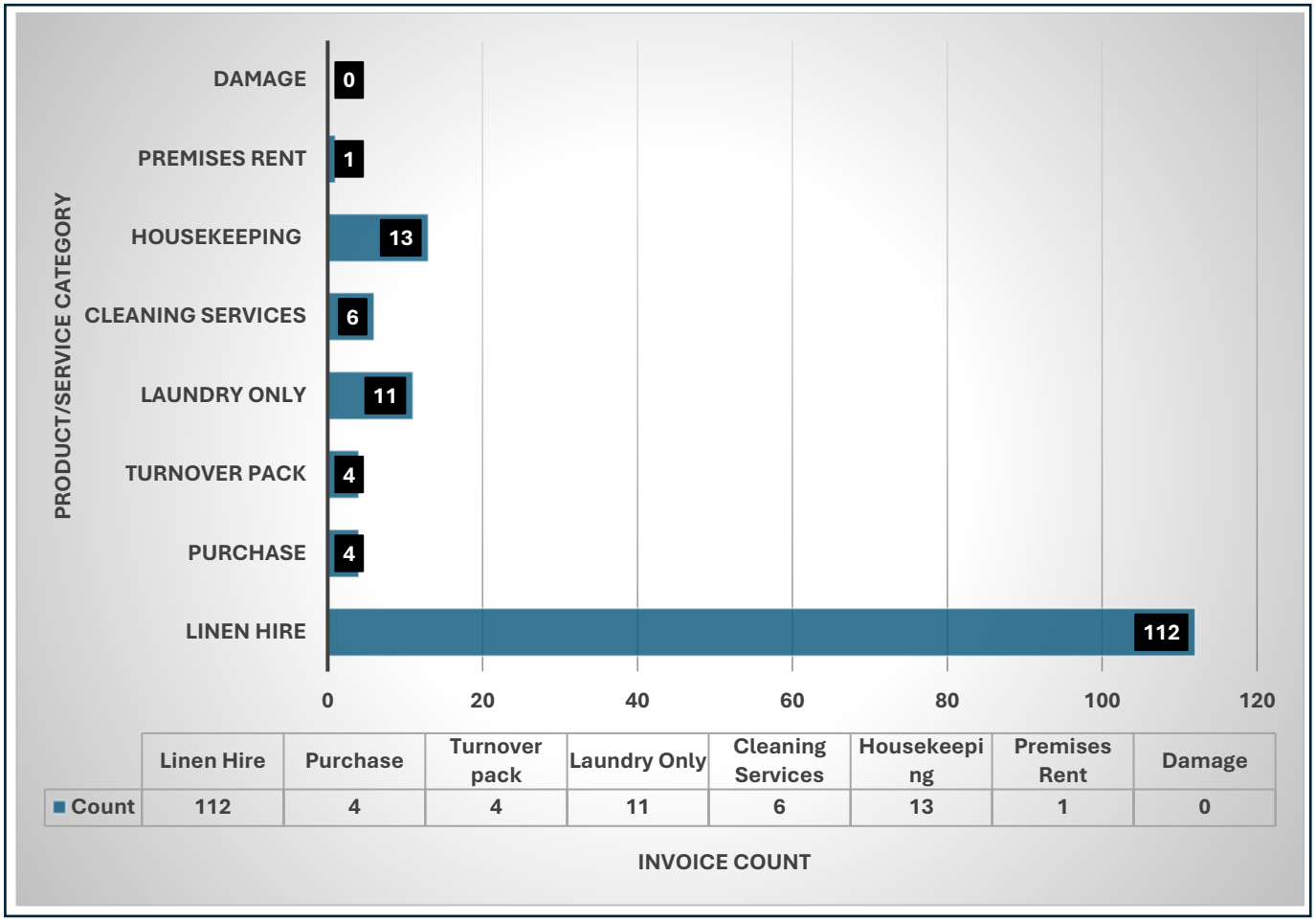


TOTAL AMOUNT - £382,874.82

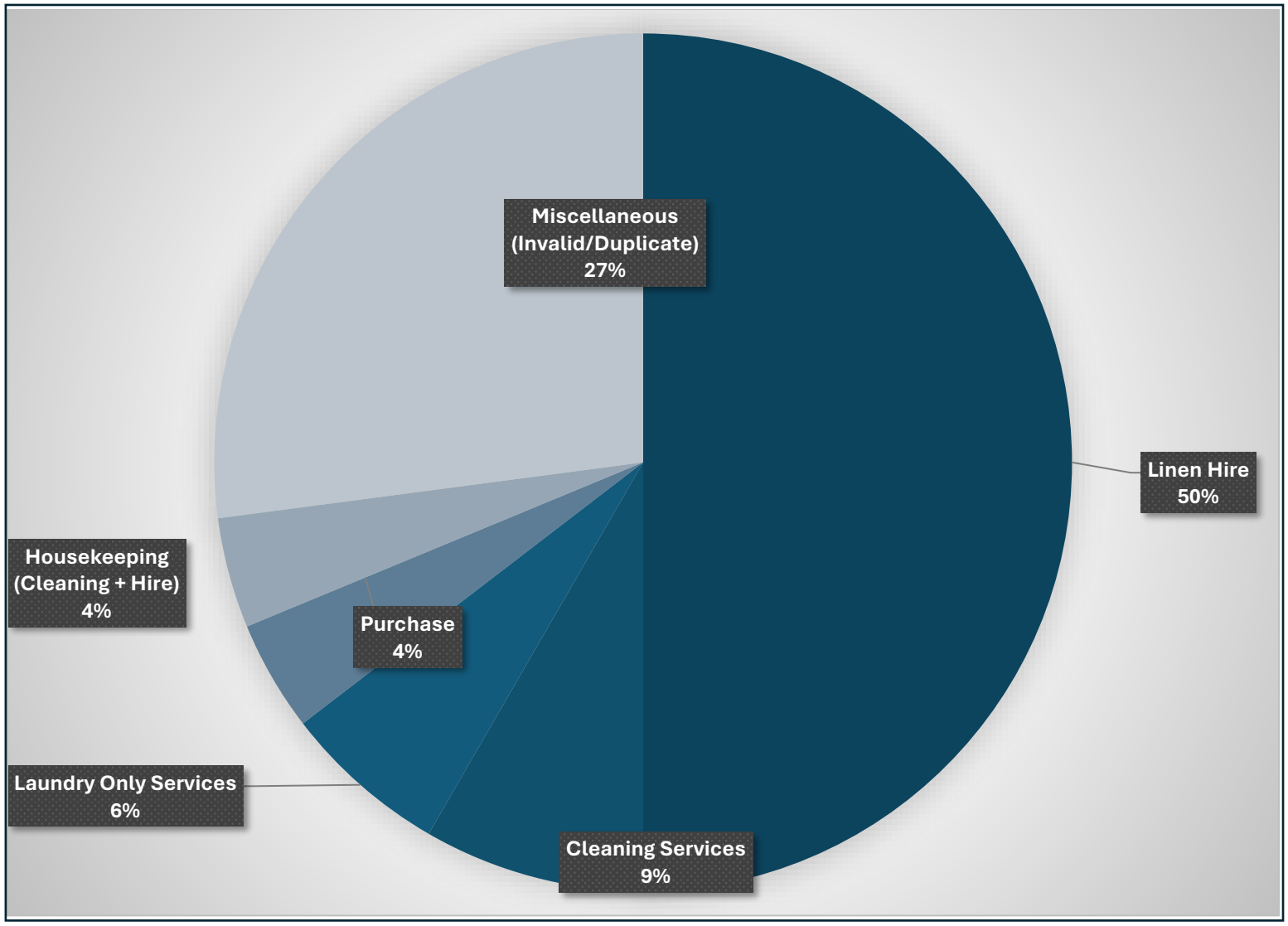
Londonist DMC: **£342,150.30**
Premises Rent: **£4900**
Other LHS clients: **£35,824.52**

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

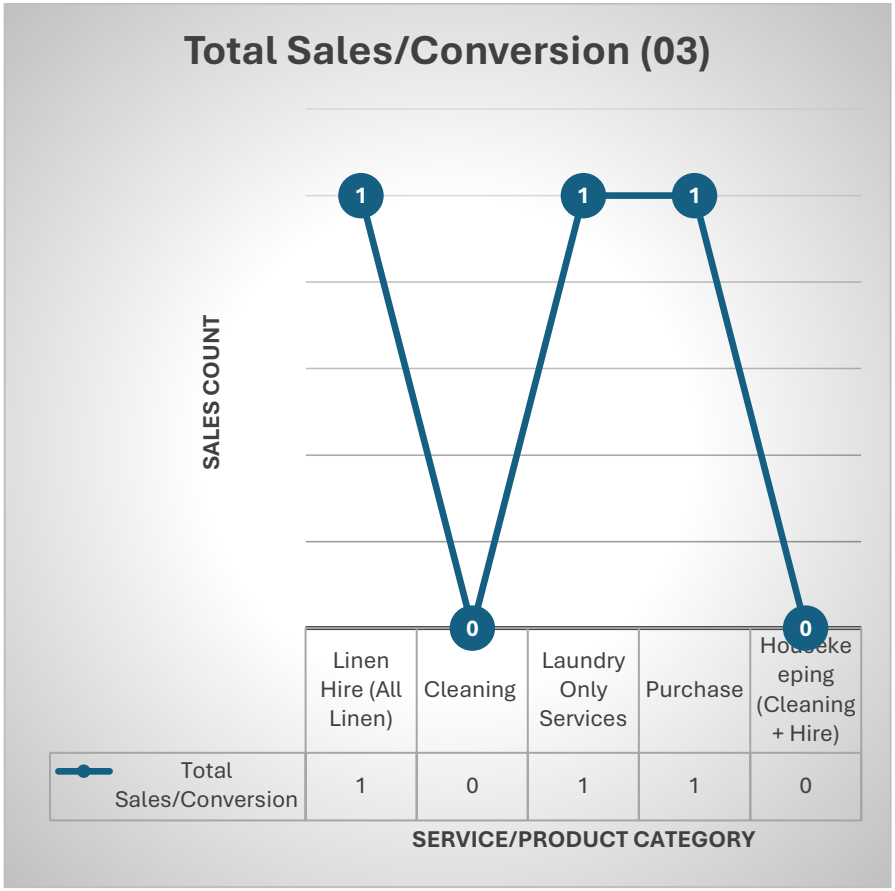
TOTAL INVOICE COUNT (151)



LEADS RECEIVED DURING THE MONTH (48)

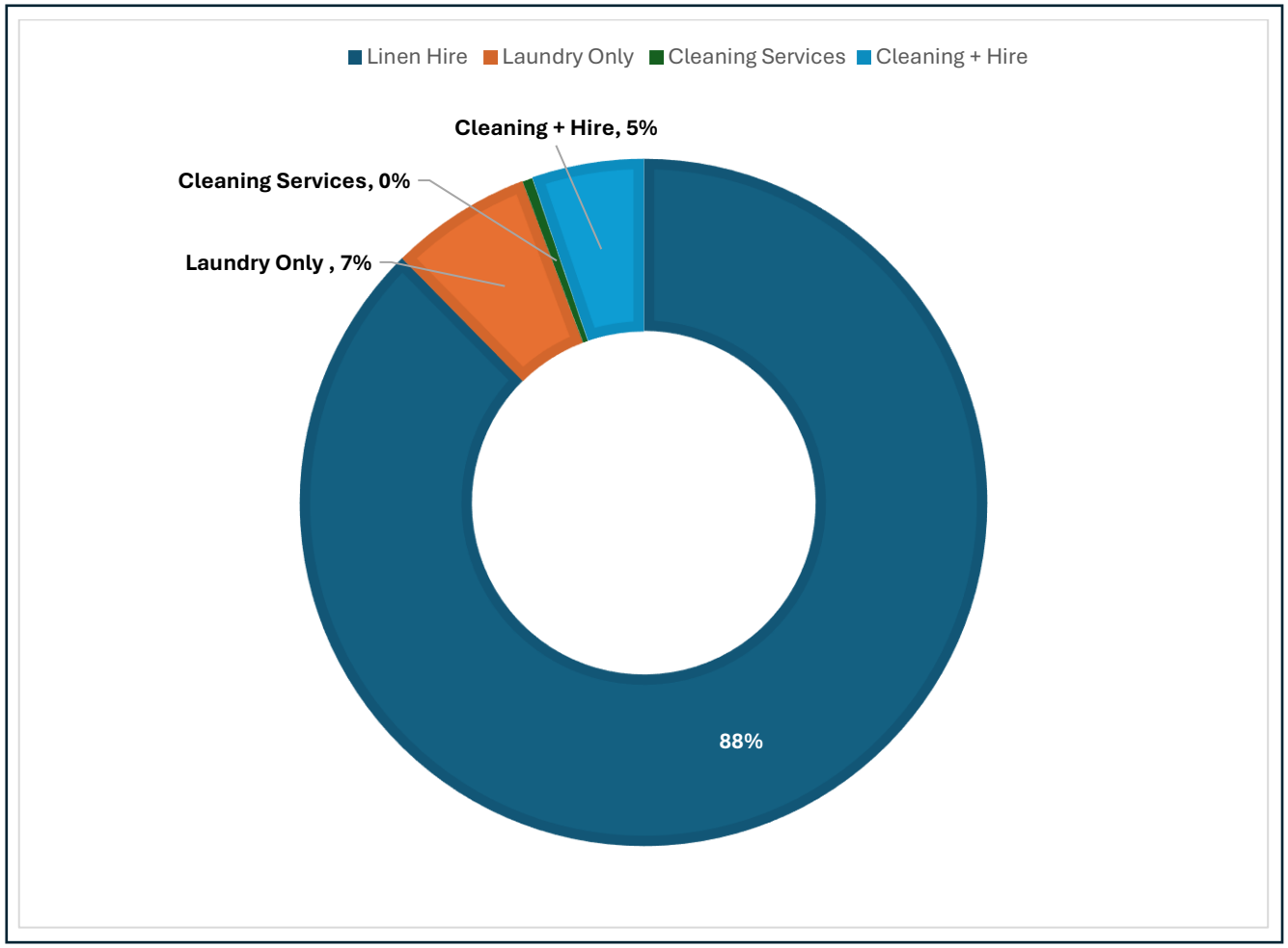


DETAILED GLANCE - SALES AND POTENTIALS





ORDERS DELIVERED DURING THE MONTH (210)



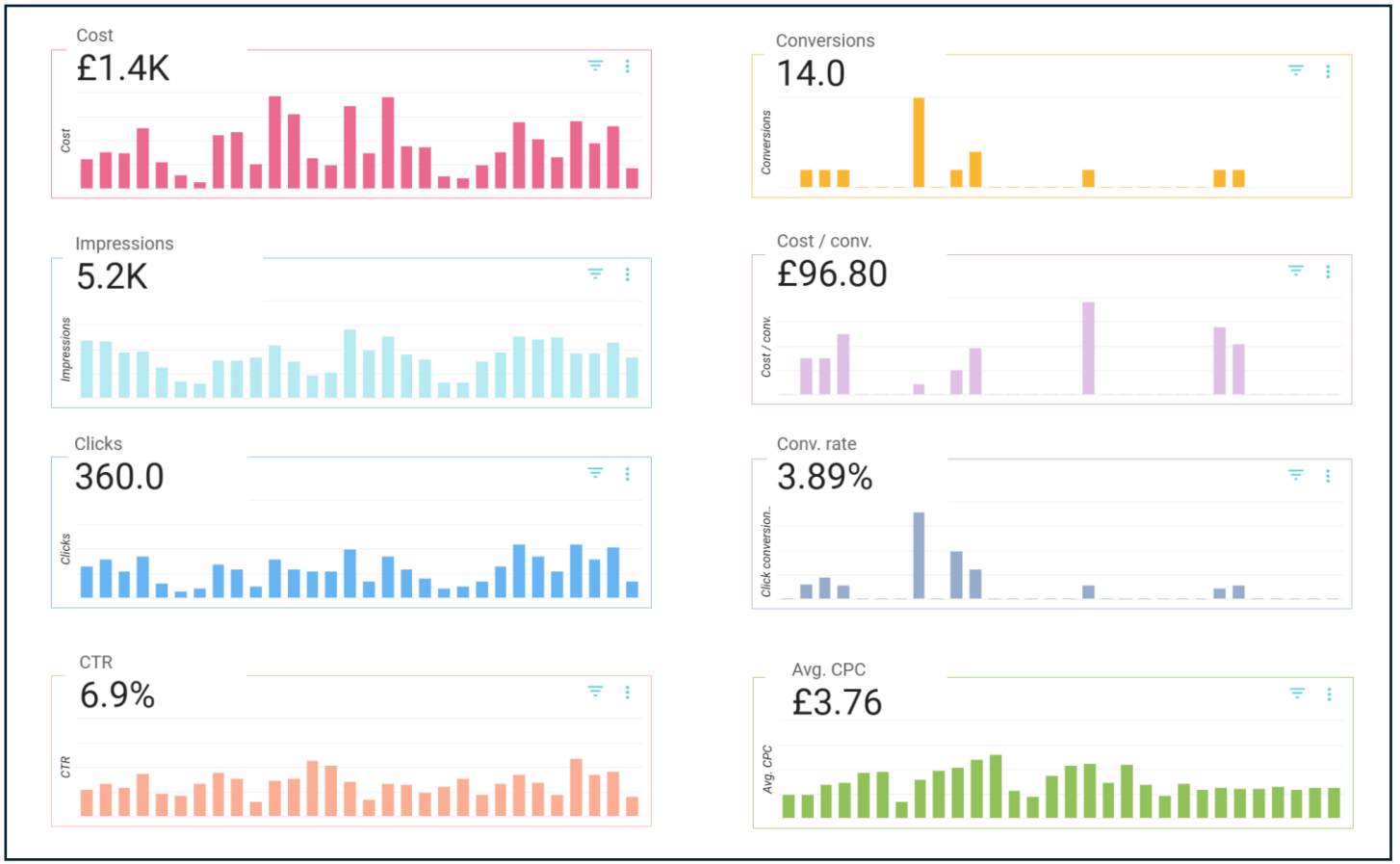
Note: The Delivery data above excludes the DMC deliveries as different delivery pattern is followed on that side of operations.

Number of clients placed the order during the month - 38

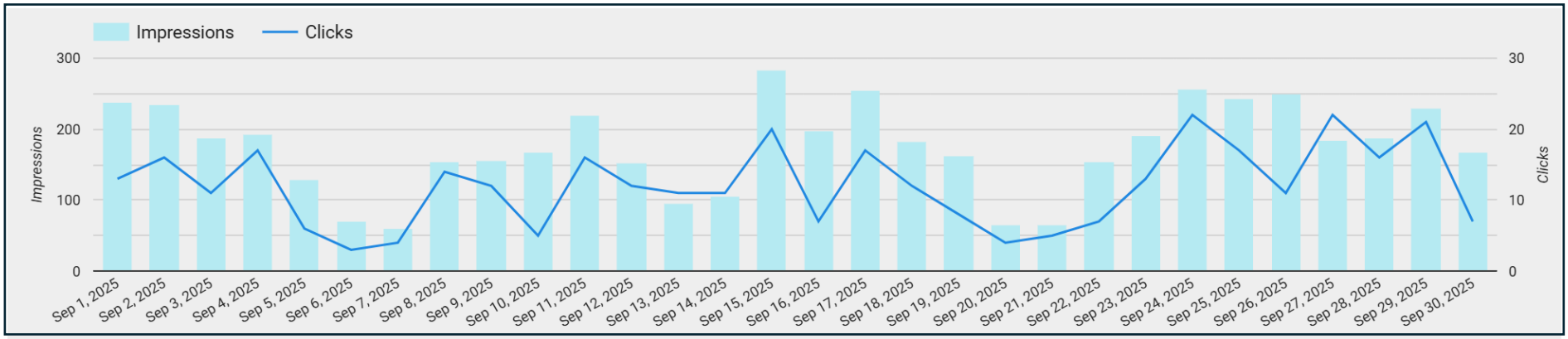
MARKETING PERFORMANCE DURING THE MONTH

Google Ads during 01/09/2025 – 30/09/2025

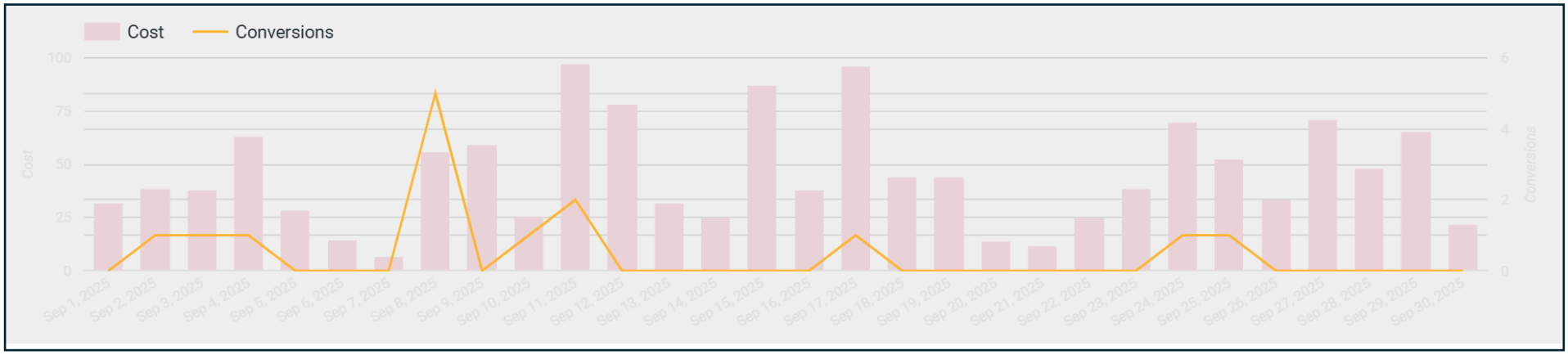
PERFORMANCE METRICS



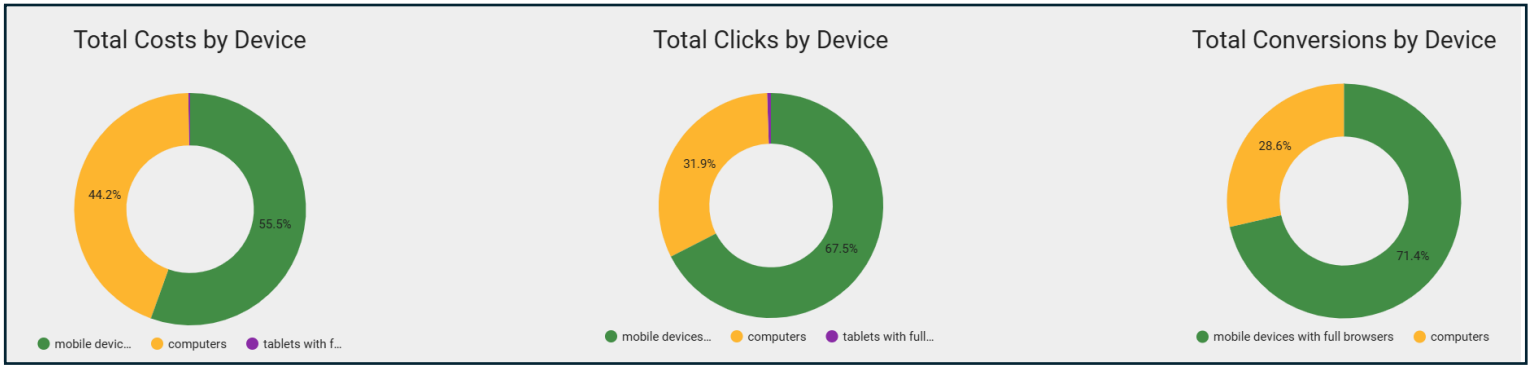
IMPRESSIONS 5.2K -6,548 & CLICKS 360.0 -450



COSTS £1K £-1,740.09 & CONVERSIONS 14 -5



DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£752	3,438	243	7.07%	£3.1	10	£75.22	4.12%
2.	computers	£599	1,764	115	6.52%	£5.21	4	£149.87	3.48%
3.	tablets with full browsers	£4	39	2	5.13%	£1.76	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£803	2,666	225	8.44%	£3.57	7.33	£109.54	3.26%
Laundry Services	£494	2,472	124	5.02%	£3.99	6.67	£74.13	5.38%
Cleaning Services	£58	103	11	10.68%	£5.25	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: 3 **Pending Contracts: 0**

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **14**

Cost per conversion – **£96.80**

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)	1	13
Cleaning	0	0
Laundry Only Services	1	4
Purchase	1	2
Housekeeping (Cleaning + Hire)	0	0
GRAND TOTAL	**3**	**19**

ORDERS DELIVERED

Category	Order Count
Linen Hire	184
Laundry Only	14
Cleaning Services	1
Cleaning + Hire	11
Total	**210**

Number of clients placed the order - 38

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TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	112	£31,600.79
Purchase	4	£1,100.54
Turnover pack	4	£340,606.80
Laundry Only	11	£1,611.14
Cleaning Services	6	£960.30
Housekeeping	13	£2,095.25
Premises Rent	1	£4,900.00
Damage	0	£0.00
Total	**151**	**£382,874.82**

LEADS RECEIVED

Category	Total leads
Linen Hire	24
Cleaning Services	4
Laundry Only Services	3
Housekeeping (Cleaning + Hire)	2
Purchase	2
Miscellaneous (Invalid/Duplicate)	13
GRAND TOTAL	**48**