londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

29/09/2025 – 05/10/2025

QUICK GLANCE AT FIGURES

£

LHS SALES

£45,640.36

TOTAL INVOICES

61

NEW LEADS

10

QUOTES SENT

2

londonist HOSPITALITY

CONVERSIONS

1

AMAZON SALES

£370.74

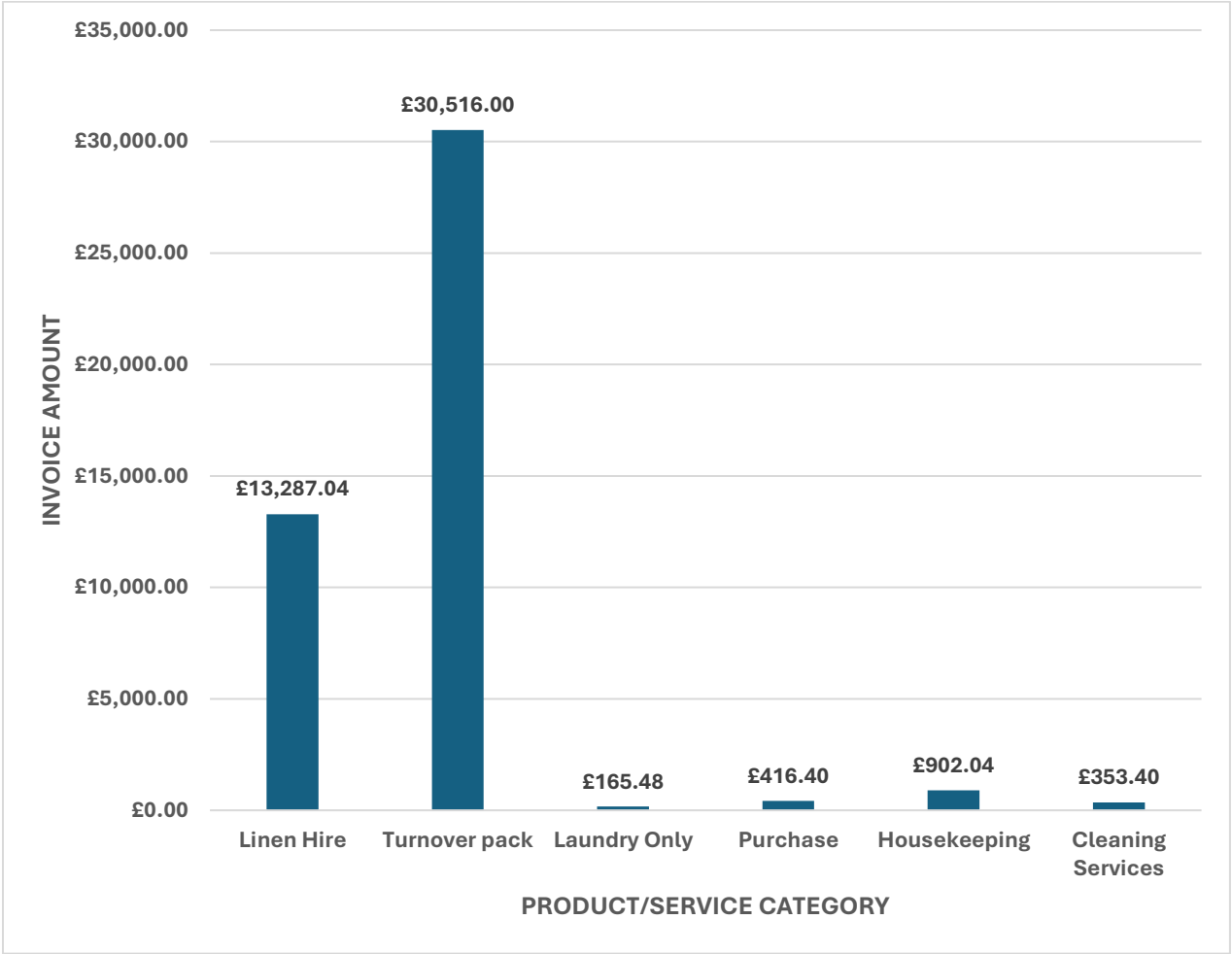
AMAZON ORDERS

15

ORDERS DELIVERED

38

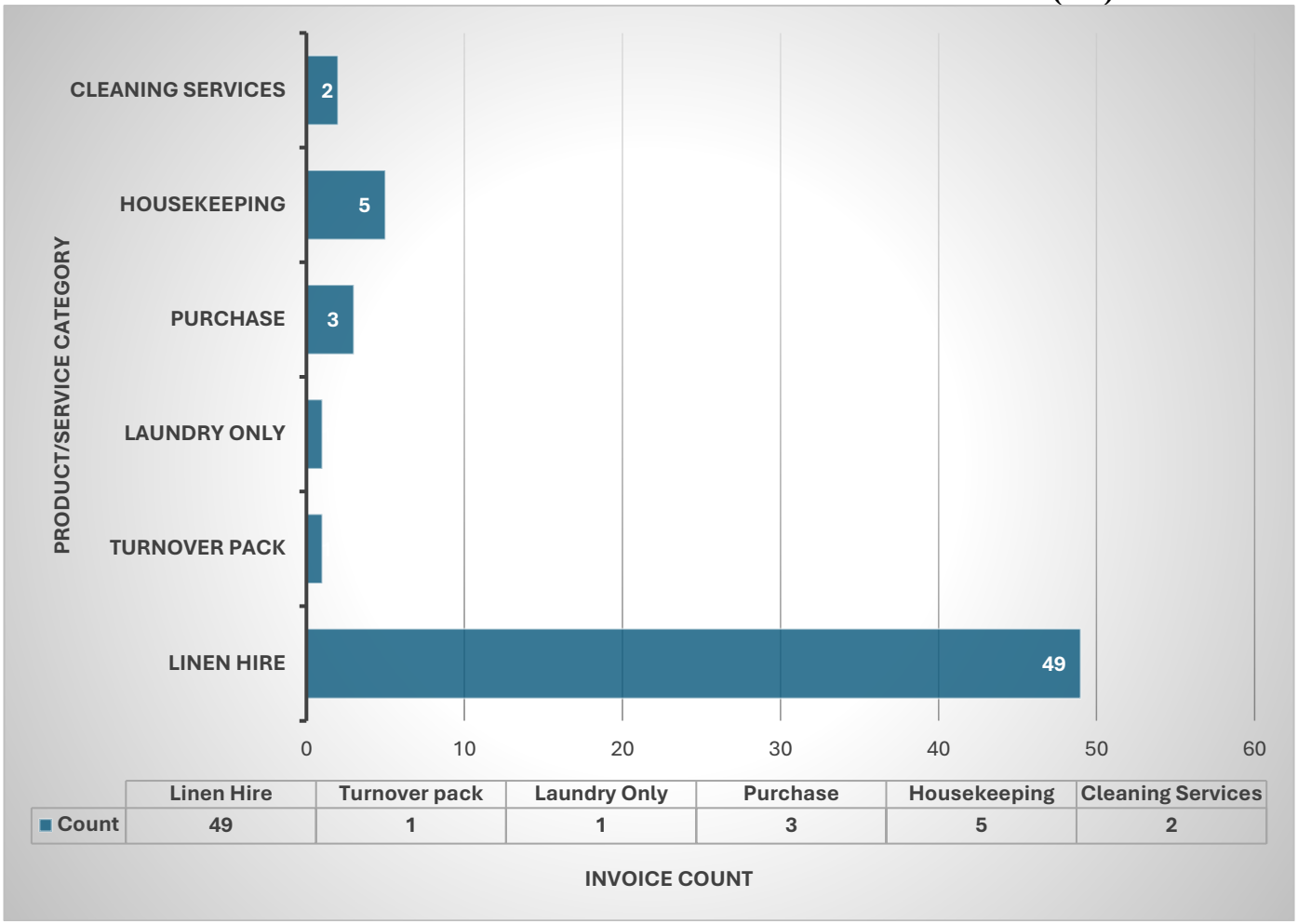
DETAILED GLANCE OF SALES – INVOICE AMOUNT



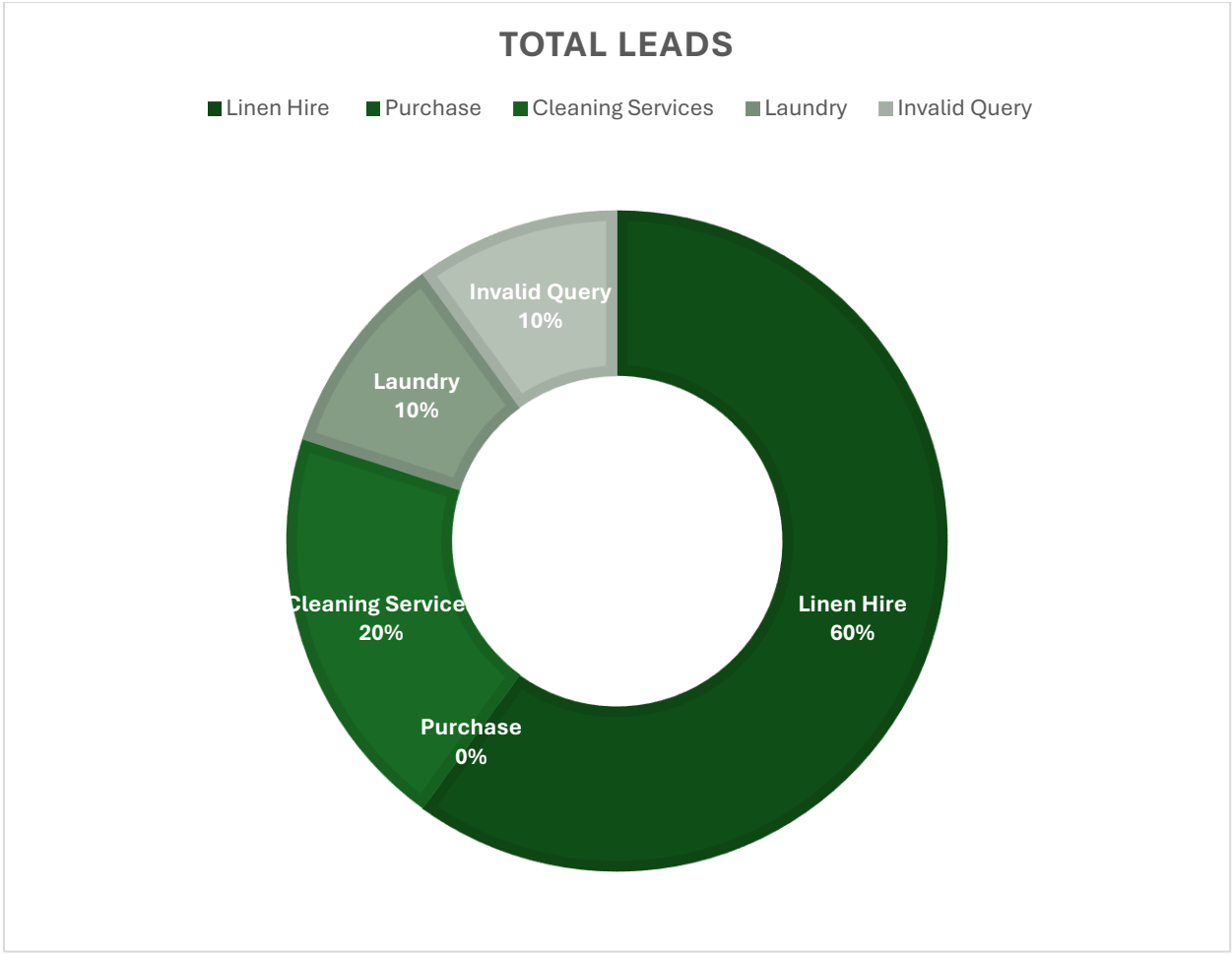
TOTAL AMOUNT: £45,640.36

DMC sales: **£31,049.40**
Other (LHS Clients): **£14,590.96**

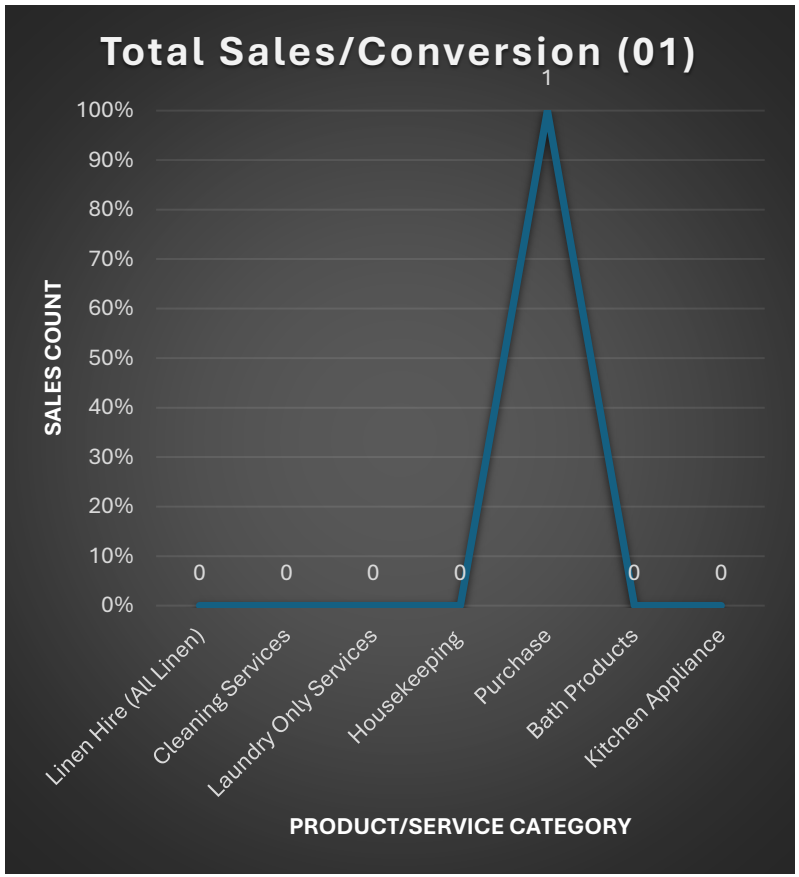
DETAILED STATISTICS – INVOICE COUNT (61)



LEADS RECEIVED DURING THE WEEK (10)

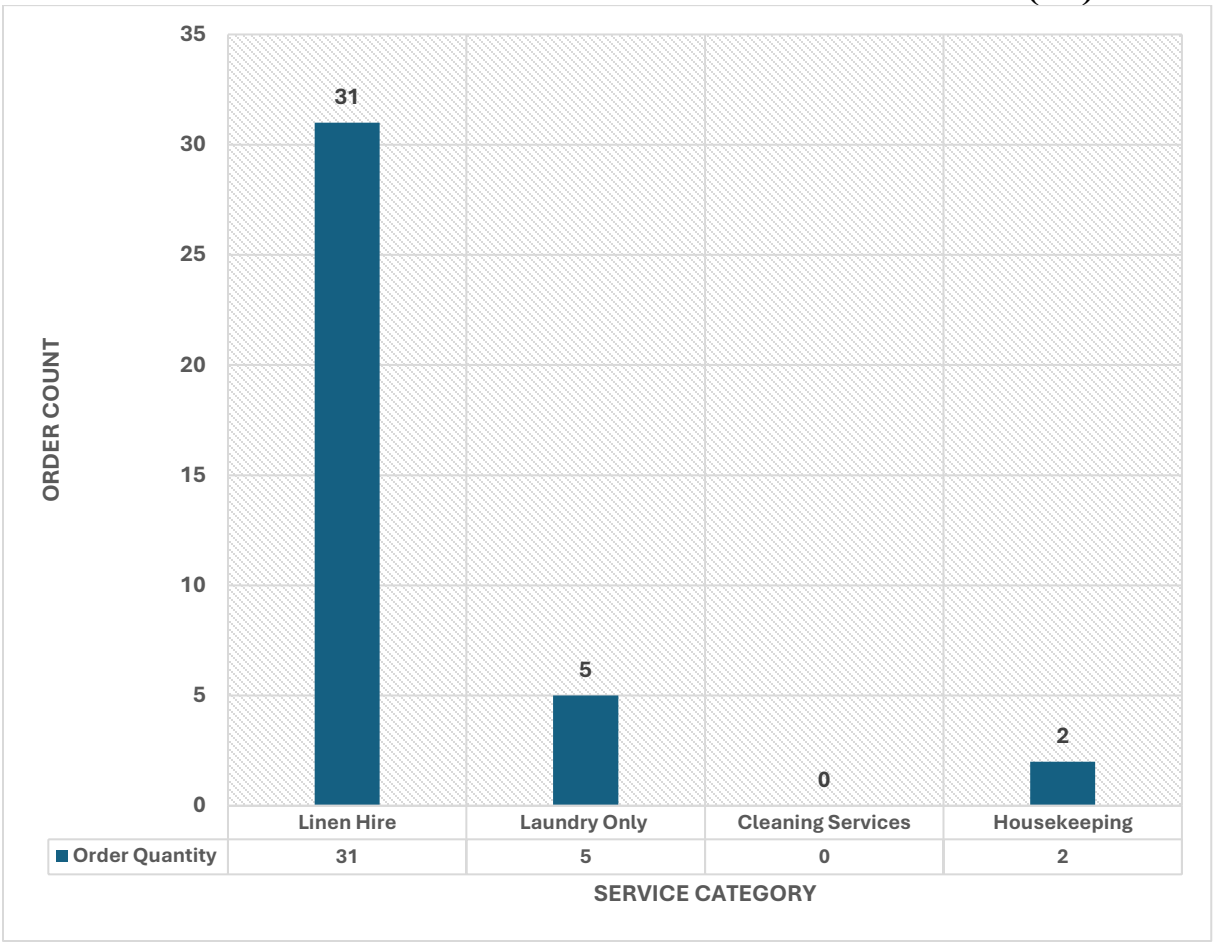


SALES TEAM ACTION





ORDERS DELIVERED DURING THE WEEK (38)



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

SALES CALL INSIGHTS

Sales Agent: Abhishek
Total Calls during 5 working days of the week**: 0**

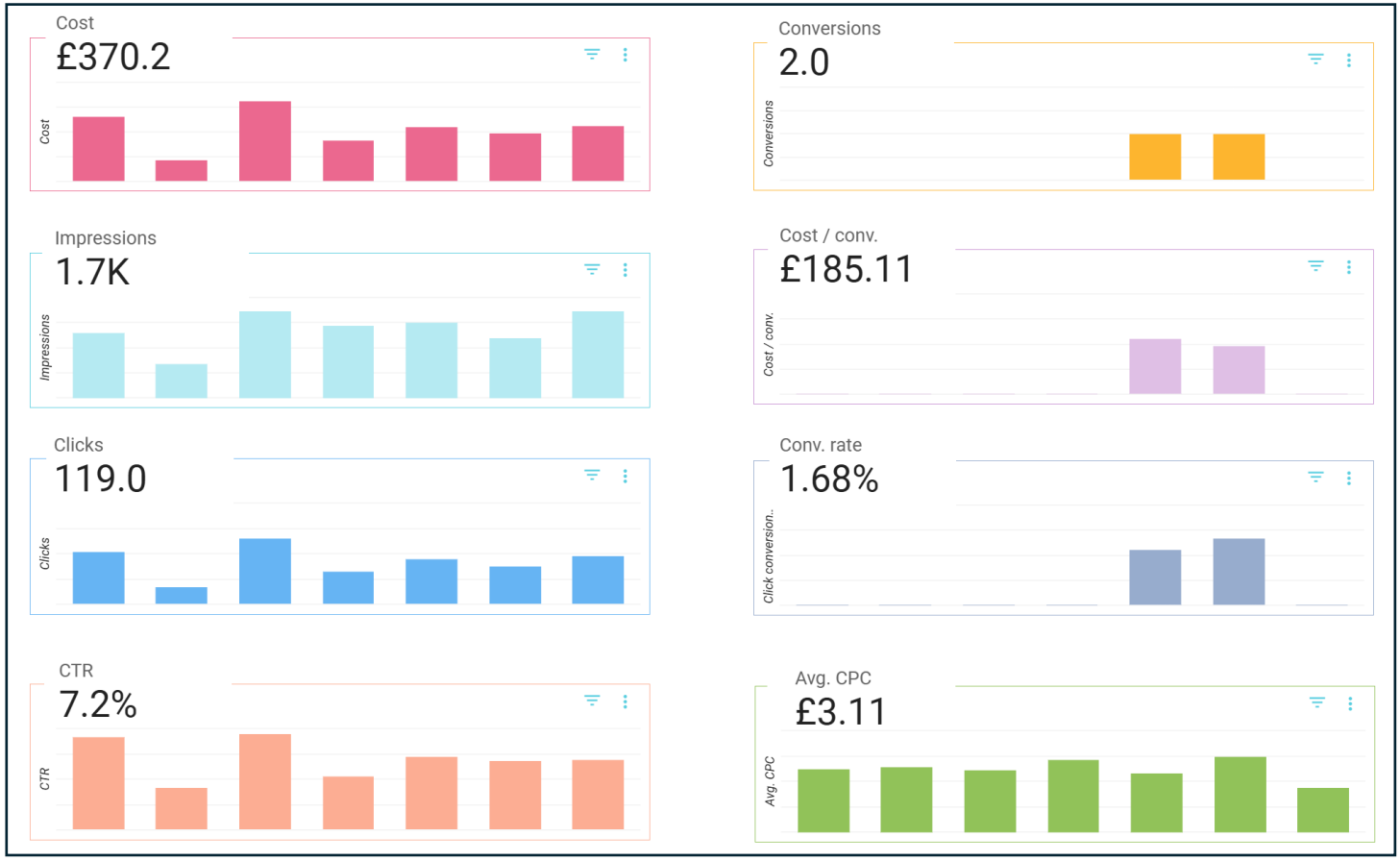




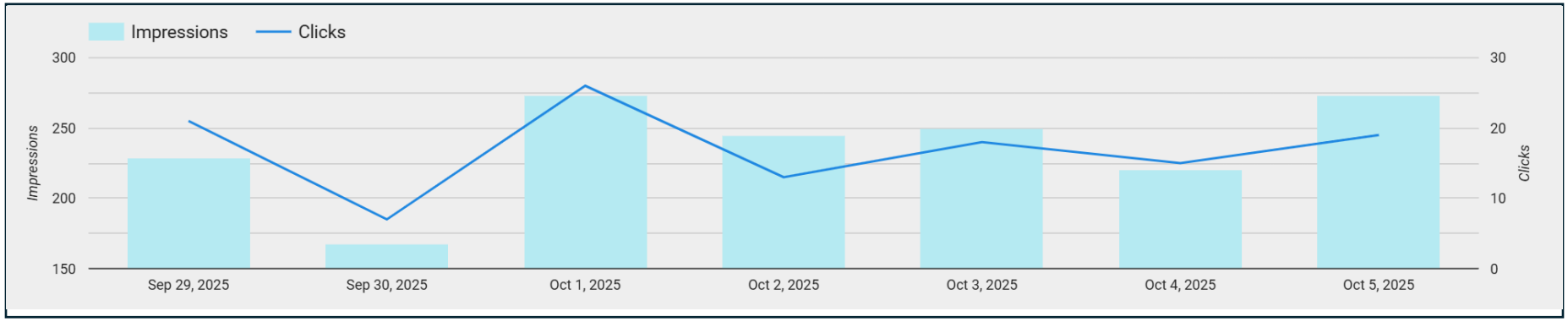
Note:
No calls were recorded during this week.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

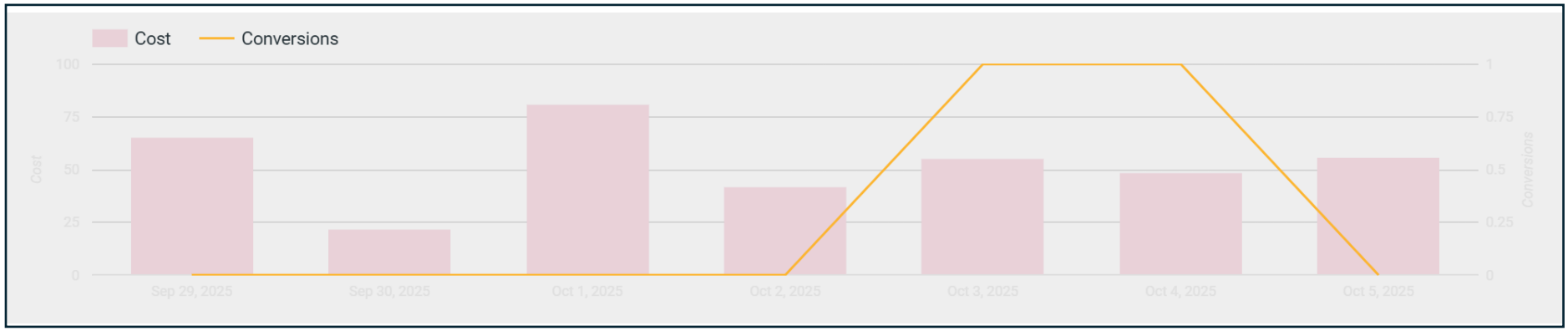
Google Ads
PERFORMANCE METRICS



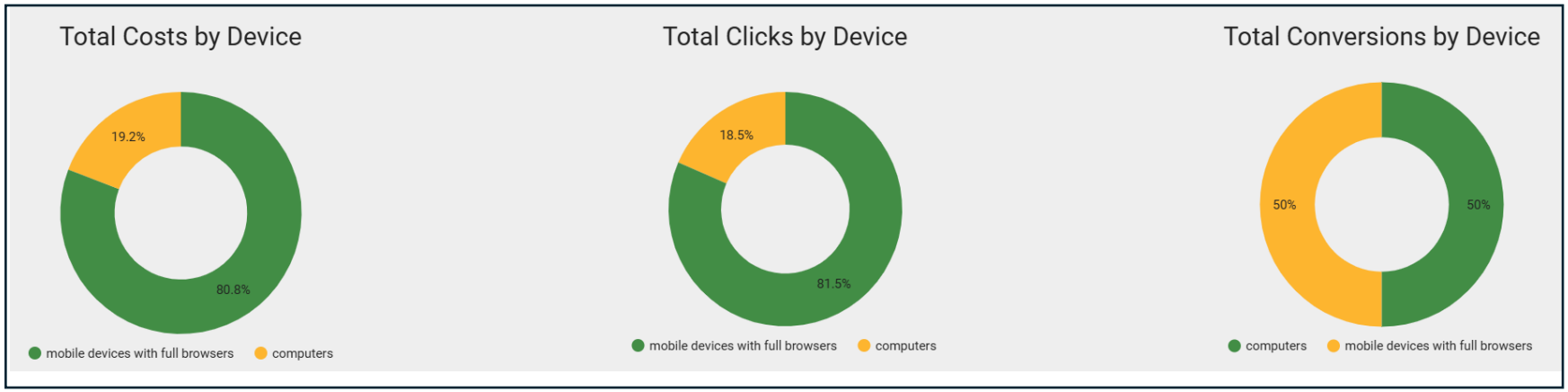
IMPRESSIONS 1.7K ↑ 191 & CLICKS 119.0 ↑ 11



CONVERSIONS 2 0 vs COSTS £370 ↑ £31.86



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£299	1,145	97	8.47%	£3.08	1	£299.18	1.03%
2.	computers	£71	504	22	4.37%	£3.23	1	£71.03	4.55%
3.	tablets with full browsers	£0	9	0	0%	£0	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£232	699	72	10.3%	£3.23	1	£232.37	1.39%
Laundry Services	£138	959	47	4.9%	£2.93	1	£137.85	2.13%
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%

HIGHLIGHT (29/09/2025 – 05/10/2025)

SALES

Promising Leads & Contracts Signed

1. **Kritika, Off License Store – Appliances**
   Product samples Sold – Small electrical appliances
   Frequency – Based on requirements
   Samples purchase - £145
   Location – Collection from our Warehouse

2. **Ethen, AXO Student living – Promising Lead**
   Service Requested – Linen purchase & Laundry
   Frequency – Once a week
   Location – AXO Waterloo, 2 Secker Street, SE1 8UF
   Status – Contract to be sent and signed.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **2**

Total amount spent - **£370.2**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£138**
   Leads generated – **1**
2. Hire Ads spent - **£232**
   Leads generated – **1**
3. Cleaning Ads spent - **£0**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	0	2
Cleaning Services	0	0
Laundry Only Services	0	0
Housekeeping	0	0
Purchase	1	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**2**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	49	£13,287.04
Turnover pack	1	£30,516.00
Laundry Only	1	£165.48
Purchase	3	£416.40
Housekeeping	5	£902.04
Cleaning Services	2	£353.40
Damage Charge	0	£0.00
Total	**61**	**£45,640.36**

***DMC* - £31,049.40**
LHS (Other clients) - £14,590.96

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	31
Laundry Only	5
Cleaning Services	0
Housekeeping	2
Total	**38**
Orders placed - Clients 22	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	6
Purchase	0
Cleaning Services	2
Laundry	1
Invalid Query	1
GRAND TOTAL	**10**

Self-sourced leads - 0

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Abhishek	00	00	0
GRAND TOTAL	**00**	**00**	**0**
Half day was spent on Field visits last week for Appliances.			

TENTATIVE SCHEDULE FOR NEXT WEEK (06/10/2025 – 12/10/2025)

Company Name	Order Ref	Delivery Address	Contact Details	Order Description
Linden House Hotel	INV-002993	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Notting Hill Gate Hotel	INV-002996	7 Clanricarde Gardens, London W2 4JJ	07846 366 652	%100 Cotton
Magic Stay London Hotel	INV-003000	122 Sussex Gardens,Tyburnia, London, W2 1UB	07717 613 340 / 07719 777 616	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Magic Stay London	INV-003000	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	07717 613 340 / 07719 777 616	Sets
City Sparrow Apartments	INV-003001	278 Saint James Road, Wetons House, London, SE1 5JX	07305 054904	Sets
Building Clean London	-	57-59 Philbeach Gardens, SW5 9EE	07562 448 464	Sets
Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Key Bridge Limited	INV-002867	77 Tapping the Admiral Castle Road, London NW1 8SU	7507620206	Sets
YBB Rent	INV-002983	Flat 9 , 189b High Road Willesden London NW10 2SD	+44 7540 808554	Itemised
Perfect Touch Cleaning Services	INV-002964	47 High Street, Edgware HA8 7DD	7766846868	Set
Afaad Properties	INV-003008	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	+44 7948 977750	Sets
Chris Grace	INV-002990	Maid in Chelsea, 27 Parson's Green Lane, London SW6 4HH	+44 7810 565320	Itemised
Building Clean London	INV-003004	11 Romola Road, SE24 9BA	+44 7806 683932	Sets

Pankhurst	INV-003009	Pankhurst London at Thom Sweeney House, 24C Burlington Street, Mayfair, W1S 3AU	07766811141	Laundry
Art of Smile	INV-002999	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-002999	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-002999	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-002994	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Notting Hill Gate Hotel	INV-002997	7 Clanricarde Gardens, London W2 4JJ	07846 366 652	%100 Cotton
Nico Livings	INV-002988	24 Westall St, Reading, RG2 9RL	+44 7818 742010	Sets
Nawsa Properties	INV-002987	Flat 4 steel back house, 102 Renwick Road, Barking IG11 0PE	+44 7908 962805	Sets
YBB Rent	INV-002984	Flat 3 179 Battersea Park SW8 4LR	+44 7540 808554	Itemised
Danish Ahmad	INV-002991	29 Warple Way, Acton, W3 0RX	+44 7411 501482	Sets
Danish Ahmad	INV-002992	38 Askew Road W12 9BH	+44 7411 501482	Sets
La Bibliotheque	INV-002986	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	07799 007 963 / 01450 367 110	Itemised (5x Garbag bags)
Seeker Estates Ltd	INV-003002	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-003000	122 Sussex Gardens,Tyburnia, London, W2 1UB	07717 613 340 / 07719 777 616	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)

Magic Stay London	INV-003000	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	07717 613 340 / 07719 777 616	Sets
Building Clean London	INV-003005	57-59 Philbeach Gardens, SW5 9EE	07562 448 464	Sets
Messiah Properties	INV-002981	Flat 71 Connaught heights, 2 Agnes George walk, E16 2FR	07786 080 000/ 0204 603 4190	Itemised
Perth Recording	INV-002979	10 Porchester Terrace, Flat 6, W2 3TL	+44 7730 731955	2x toilet roll, 2x garbage bag, 2x toiletry kit, 2x Big Toilet Brush
Tibor Matta	INV-002978	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-002995	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Notting Hill Gate Hotel	INV-002998	7 Clanricarde Gardens, London W2 4JJ	07846 366 652	%100 Cotton
Seeker Estates Ltd	INV-003003	10 Upper Montagu Street W1H 2PB	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Pam Nash	INV-002985	18 Dunloe Avenue, London, N17 6LA	+44 7399 153138	
Afaad Properties	INV-002980	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	+44 7948 977750	Sets
AEG Cleaning	INV-002989	Collection from Warehouse	NA	Sets
Key Bridge Limited	INV-002911	77 Tapping The Admiral Castle Road, London NW1 8SU	7507620206	Sets
Messiah Properties	INV-002982	Flat 2507 Maine Tower, 9 Harbour Way, , London, E14 9DX	07786 080 000/ 0204 603 4190	Sets

Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services