londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

20/10/2025 – 26/10/2025

QUICK GLANCE AT FIGURES

£

LHS SALES

£25,541.55

TOTAL INVOICES

43

NEW LEADS

1

QUOTES SENT

10

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CONVERSIONS

2

AMAZON SALES

£398.93

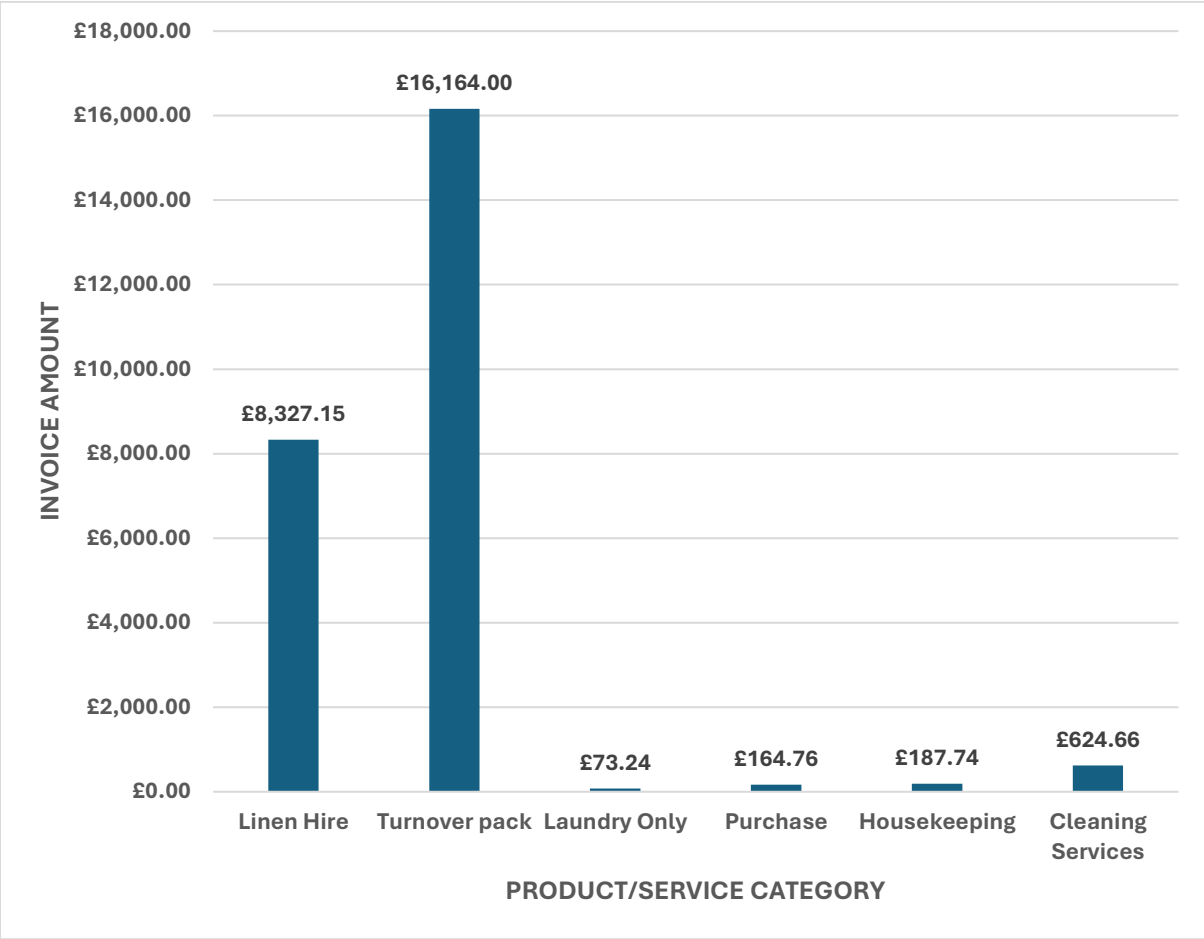
AMAZON ORDERS

20

ORDERS DELIVERED

44

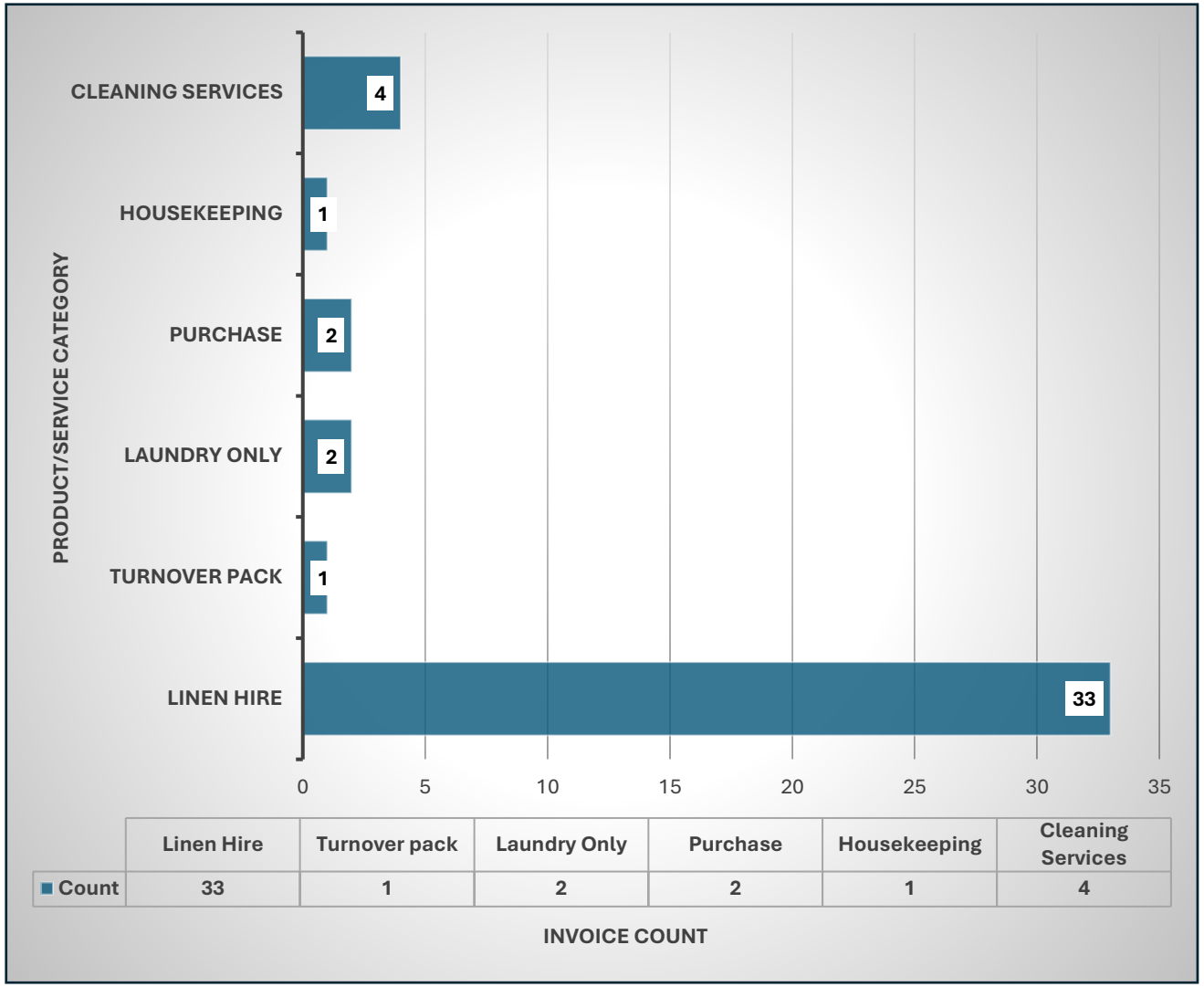
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £25,541.55

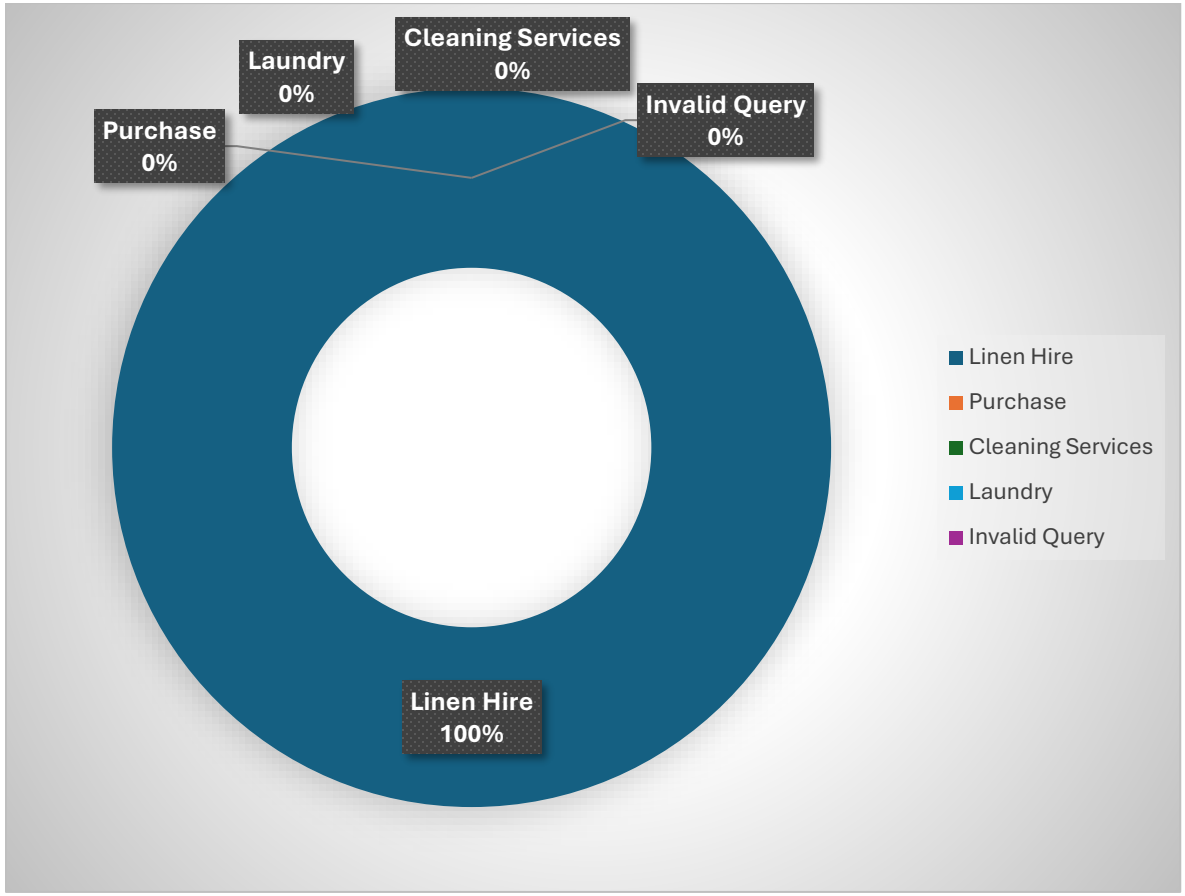
DMC sales: **£16,350.90**
Other (LHS Clients): **£9,190.65**

DETAILED STATISTICS – INVOICE COUNT (43)



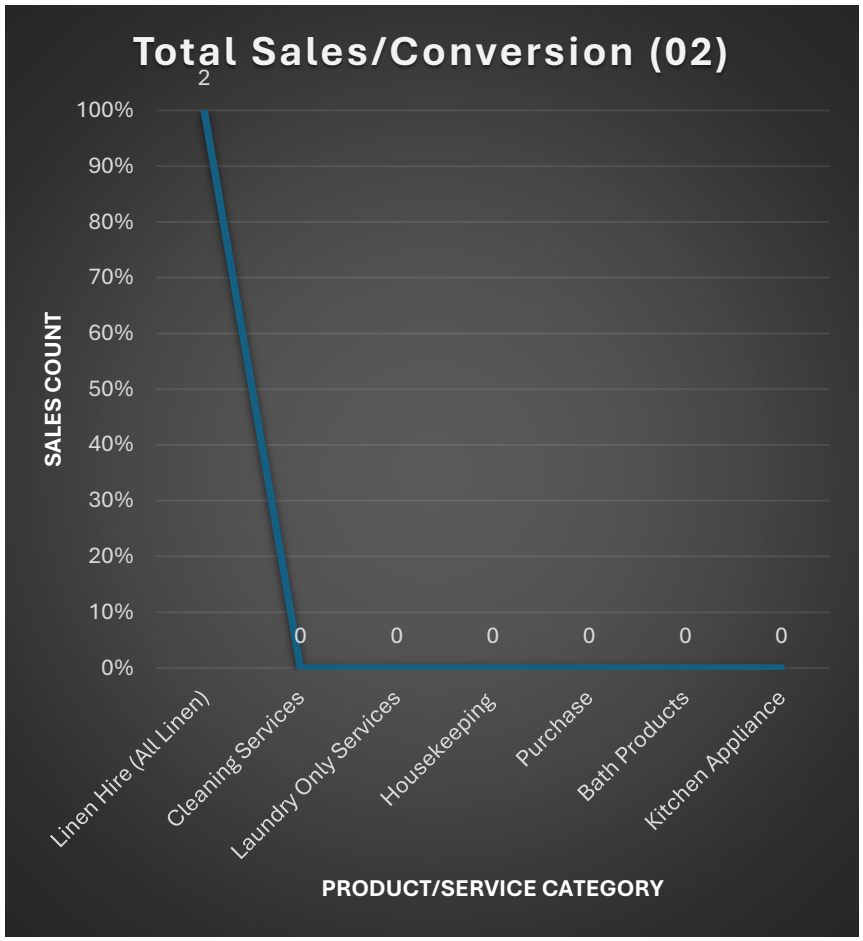
	Linen Hire	Turnover pack	Laundry Only	Purchase	Housekeeping	Cleaning Services
Count	33	1	2	2	1	4

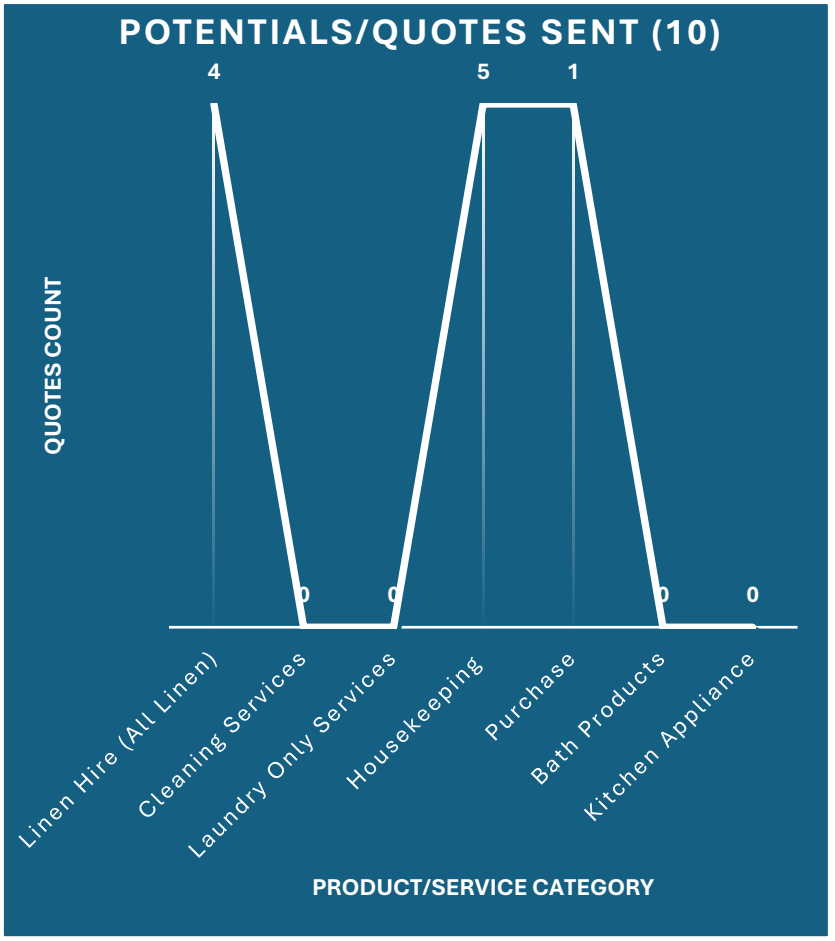
LEADS RECEIVED DURING THE WEEK (01)



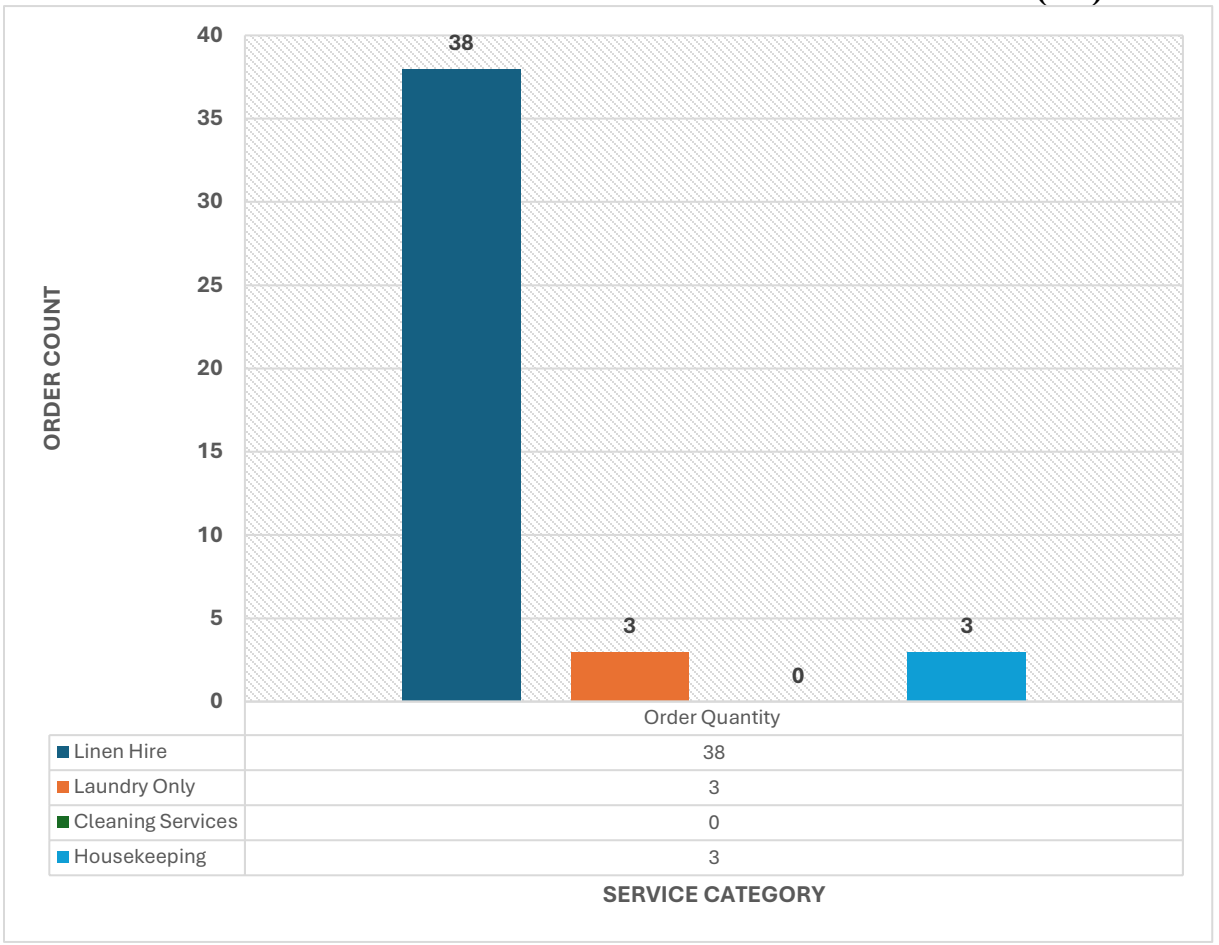
NOTE: 0 Self-sourced lead

SALES TEAM ACTION





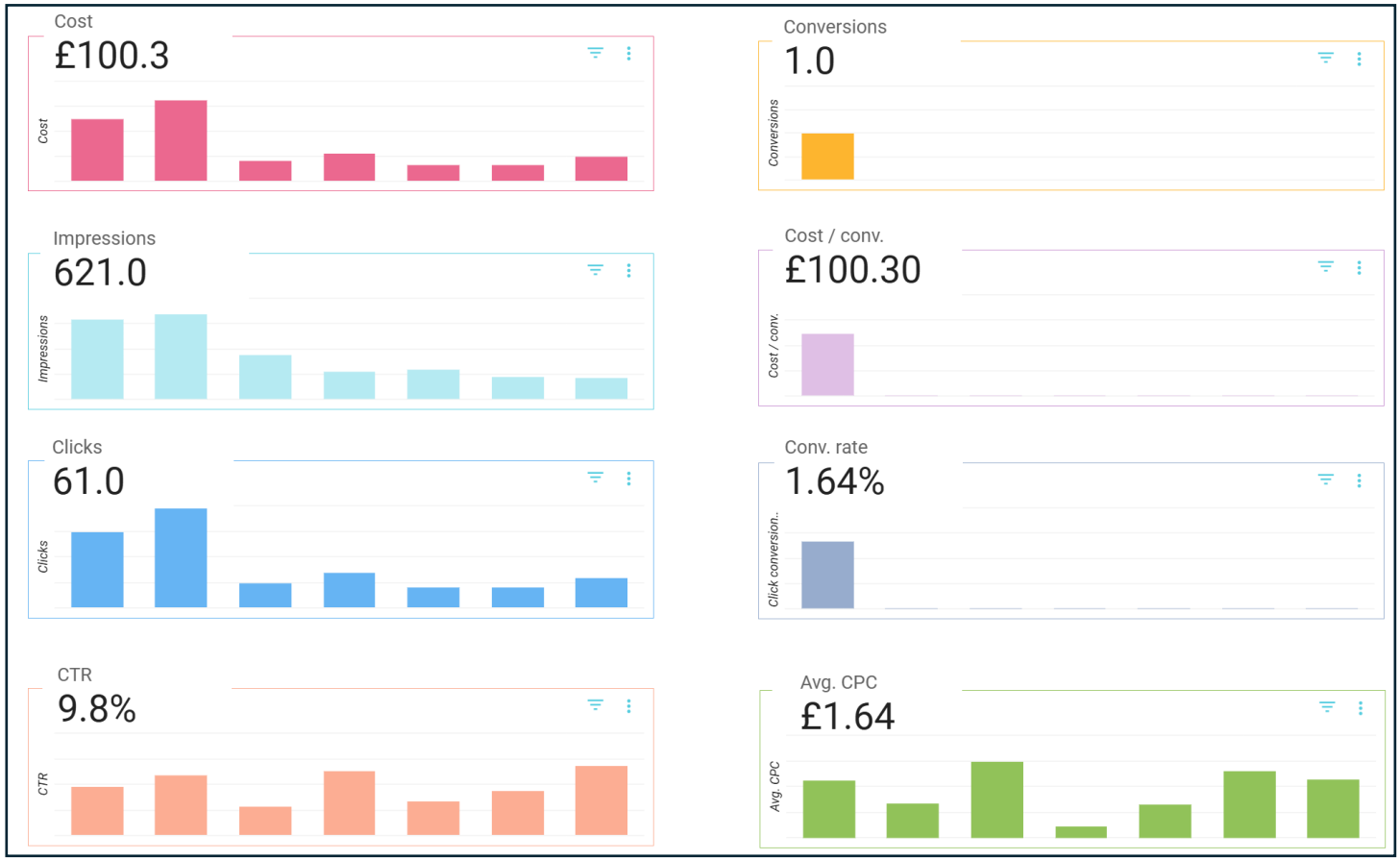
ORDERS DELIVERED DURING THE WEEK (41)



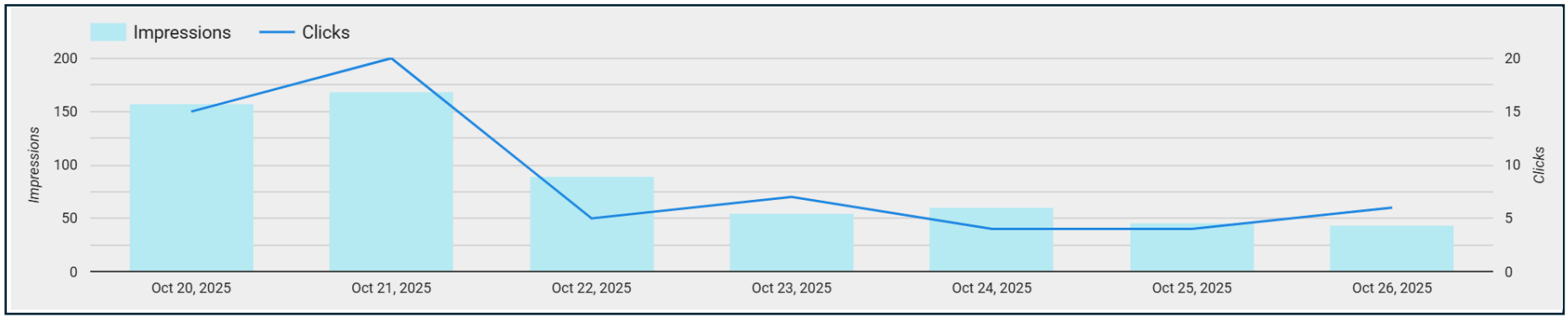
NOTE: Number of clients placed the order **- 25**

MARKETING PAID AD PERFORMANCE DURING THE WEEK

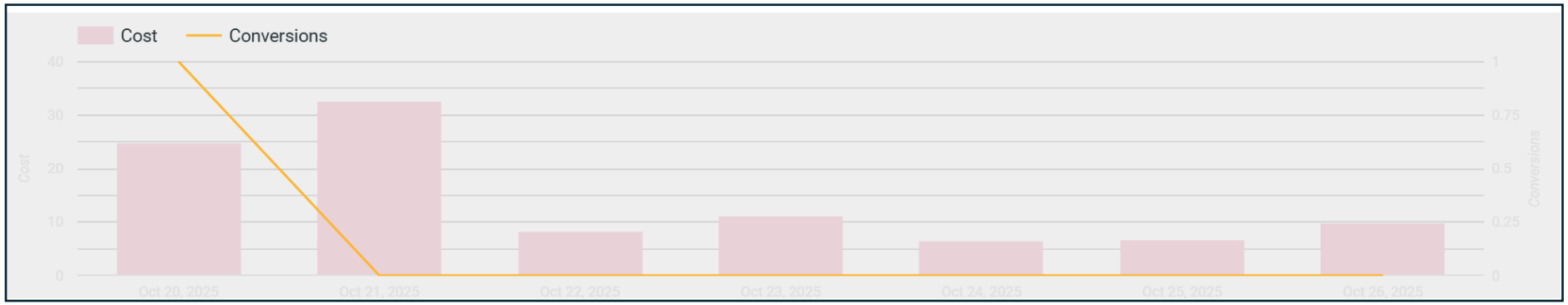
Google Ads
PERFORMANCE METRICS



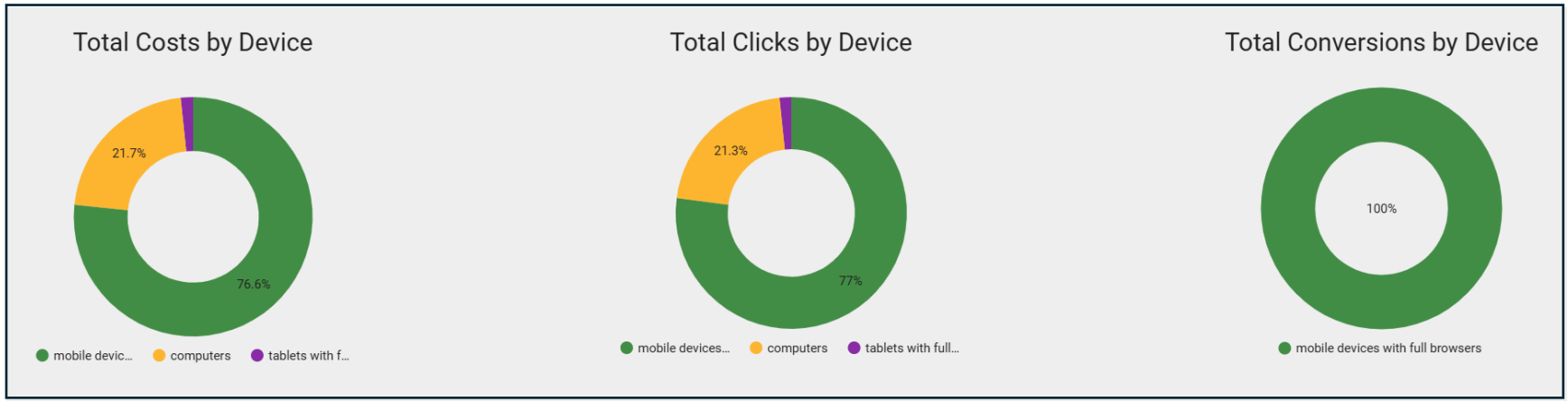
IMPRESSIONS 621.0 -189 & CLICKS 61.0 -11



CONVERSIONS 1 -2 vs COSTS £100 £-38.55



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£77	433	47	10.85%	£1.63	1	£76.83	2.13%
2.	computers	£22	175	13	7.43%	£1.68	0	£0	0%
3.	tablets with full browsers	£2	13	1	7.69%	£1.68	0	£0	0%

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£75	411	46	11.19%	£1.64	0	£0	0%
Laundry Services	£25	199	15	7.54%	£1.67	1	£25.07	6.67%
Cleaning Services	£0	11	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 (20/10/2025 – 26/10/2025)

SALES

Promising Leads & Contracts Signed

1. **Shahbaz Iqbal, The London Hop – Contract Signed**
   Service Requested – Housekeeping Services
   Frequency – Depend on requirement
   Quote Value - £137 per service
   Annual Contract Value – £9000 - £10,000 approx.
   Location – Mayfair

2. **Babak Ardakani, Barking Hotel – Contract Signed**
   Service Requested – Linen Hire
   Per quote value - £400 per service
   Location – Barking

3. **Shaymaa, The Olive Tree Keys Ltd - Contract to be sent**
   Service Requested – Housekeeping services
   Frequency – Varies (on guest booking)
   Quote Value - £159.84 per service
   Location – TBD
   Feedback – Found the quote value little high for his startup, hence, requested to source the linen to start the business. Discussion is still in progress with Abhishek.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **1**
Total amount spent - **£100.3**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£25**

Leads generated – **1**

2. Hire Ads spent - **£75**
   Leads generated – **0**
3. Cleaning Ads spent - **£0**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	2	4
Cleaning Services	0	0
Laundry Only Services	0	0
Housekeeping	0	5
Purchase	0	1
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**2**	**10**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	33	£8,327.15
Turnover pack	1	£16,164.00
Laundry Only	2	£73.24
Purchase	2	£164.76
Housekeeping	1	£187.74
Cleaning Services	4	£624.66
Damage Charge	0	£0.00
Total	**43**	**£25,541.55**

DMC - £16,350.90
LHS (Other clients) - *£9,190.65*

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	38
Laundry Only	3
Cleaning Services	0
Housekeeping	3
Total	**44**
Orders placed - Clients 25	

LEADS RECEIVED DURING THE WEEK

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

Self-sourced leads - 0

TENTATIVE SCHEDULE FOR NEXT WEEK (27/10/2025 – 02/11/2025)

Company Name	Order Ref	Delivery Address	Order Description
Linden House Hotel	INV-003122	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
Notting Hill Hotel	INV-003119	7 Clanricarde Gardens W2 4JJ	%100 Cotton
Magic Stay London	INV-003126	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Sets (4x Double Duvet, 10x Pillowcases)
Magic Stay London	INV-003126	122 Sussex Gardens,Tyburnia, London, W2 1UB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Messiah Properties	INV-003105	Basement flat, 69 Marchmont St, WC1N 1AP	%100 Cotton
Perth Recording	INV-003051	10 Porchester Terrace, Flat 6, W2 3TL	Cleaning (2x Garbage Bag, 2x Toiletry kits)
London Holiday Rental	INV-003130	124 Mile End Road, E1 4UN	Itemised
My London Hop	INV-003103	Apartment 25, Riverlight 1, Nine Elms Lane SW11 8DU	Sets
Building Clean London	INV-003113	57-59 Philbeach Gardens, SW5 9EE	Itemised

Kiyora Spa	-	97 Old Brompton Road, Kensington, SW7 3LD	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Key Bridge Limited	INV-003116	77 Tapping The Admiral Castle Road, London NW1 8SU	Sets
Molly Evans	INV-003110	222 Durnsford road SW198DR	Itemised
Molly Evans	INV-003096	212 Merton Road SW18 5SW	itemised
City Sparrow	INV-003118	278 Saint James Road, Wetons House, London, SE1 5JX	
Messiah Properties	INV-003106	79 Maidenstone Hill, SE10 8SY	%100 Cotton
Pankhurst	-	Pankhurst London at Thom Sweeney House, 24C Burlington Street, Mayfair, W1S 3AU	Laundry
Art of Smile	INV-003112	2 Gladstone Park Gardens, NW2 6JU	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-003112	84 Harlesden Road, NW10 2BE	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-003112	140 Clitterhouse Cress, NW2 1DA	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)

Linden House Hotel	INV-003123	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
Notting Hill Hotel	INV-003120	7 Clanricarde Gardens W2 4JJ	%100 Cotton
Messiah Properties	INV-003107	Flat 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG	%100 Cotton
Messiah Properties	INV-003108	102 Wheat sheaf close E14 9UY	%100 Cotton
Voyage Stay	INV-003111	9 Wigmore Place, W1U2LS	Sets
Danish Ahmad	INV-003129	254A Gloucester Terrace W2 6HU	Sets
Danish Ahmad	INV-003127	29 Warple Way, Acton, W3 0RX	Sets
Danish Ahmad	INV-003128	38 Askew Road W12 9BH	Sets
Seeker Estates Ltd	INV-003132	Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Perfect Touch	INV-003076	47 High Street, Edgware HA8 7DD	Sets
Magic Stay London	INV-003126	122 Sussex Gardens,Tyburnia, London, W2 1UB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Magic Stay London	INV-003126	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Sets

Tibor Matta	INV-003114	38 Wansey Street, London, SE17 1JP,	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-003124	4-6 Sussex Pl, Tyburnia, London W2 2TP	%100 Cotton
Notting Hill Hotel	INV-003121	7 Clanricarde Gardens W2 4JJ	%100 Cotton
Seeker Estates Ltd	INV-003133	10 Upper Montagu Street W1H 2PB	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Messiah Properties	INV-003109	Flat 71 Connaught heights, 2 Agnes George walk, E16 2FR	%100 Cotton
Pam Nash	INV-003125	Number 68, WC1X 9HB	%100 Cotton
London Urban Escape	INV-003061	14 Camden High Street, NW1 0JH	Sets
London Urban Escape	INV-003061	1 Westbourne Crescent, W2 3DB	Sets
AEG Cleaning	INV-003115	Collection from Warehouse	Sets
Key Bridge Limited	INV-003117	77 Tapping The Admiral Castle Road, London NW1 8SU	Sets

Kiyora Spa	TBC	97 Old Brompton Road, Kensington, SW7 3LD	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
My London Hop	INV-003104	Apartment 9, 12 Hermitage Street. Paddington. W2 1BH	Sets