londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

02/12/2024 – 08/12/2024

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£22,215.02



TOTAL INVOICES

12



NEW LEADS

16

“ ”

QUOTES SENT

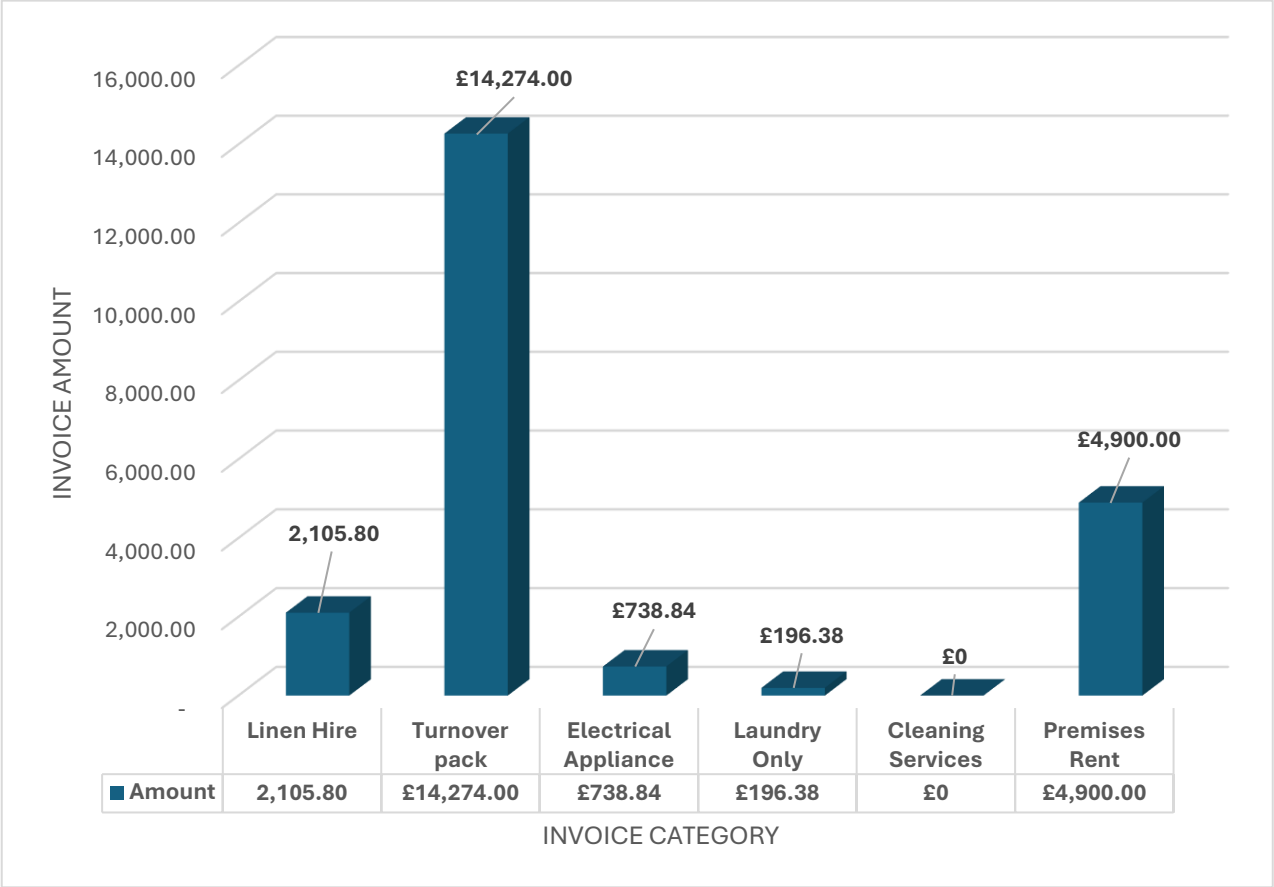
12



ORDERS DELIVERED

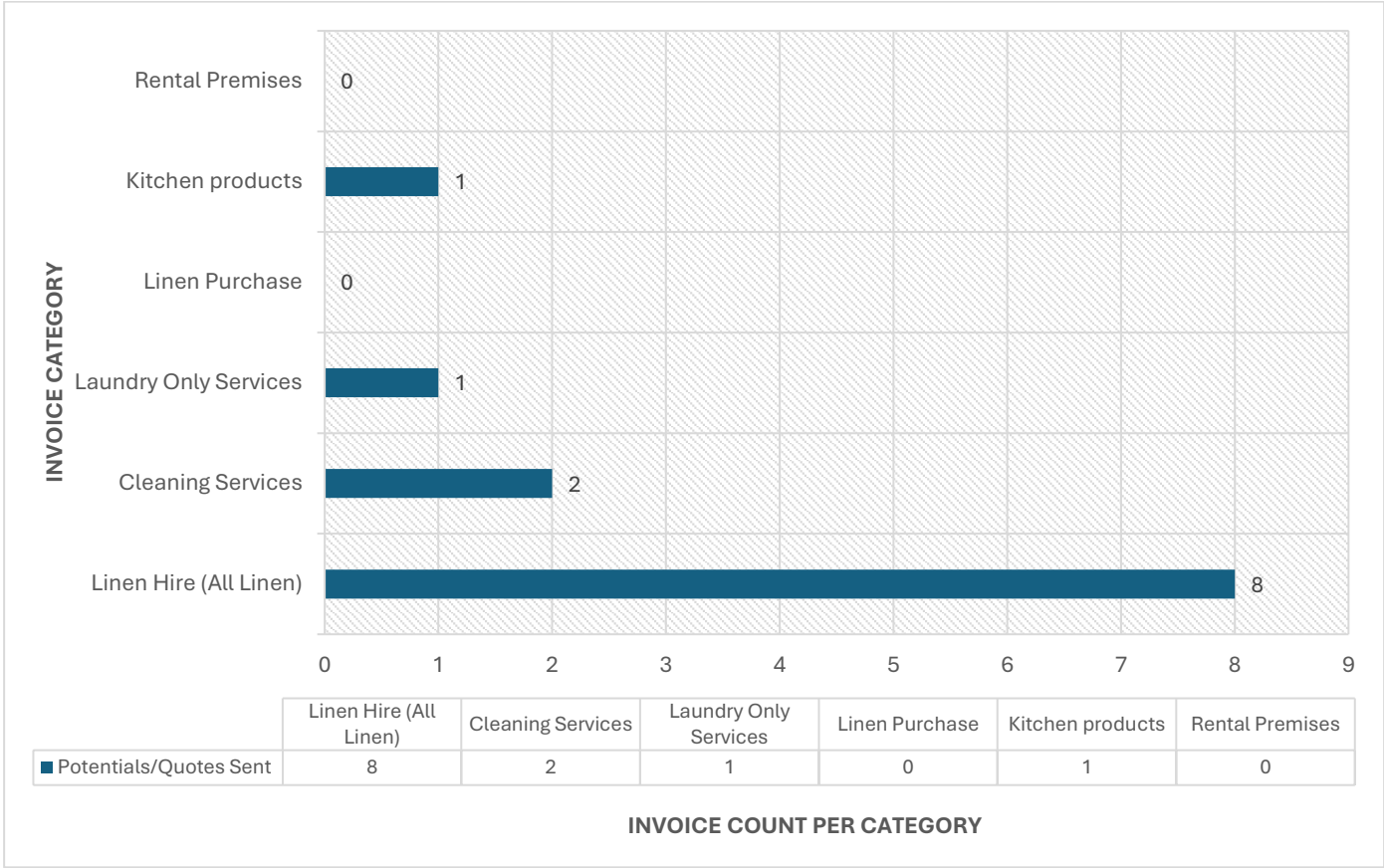
10

DETAILED GLANCE OF SALES (02/12/2024 – 08/12/2024)



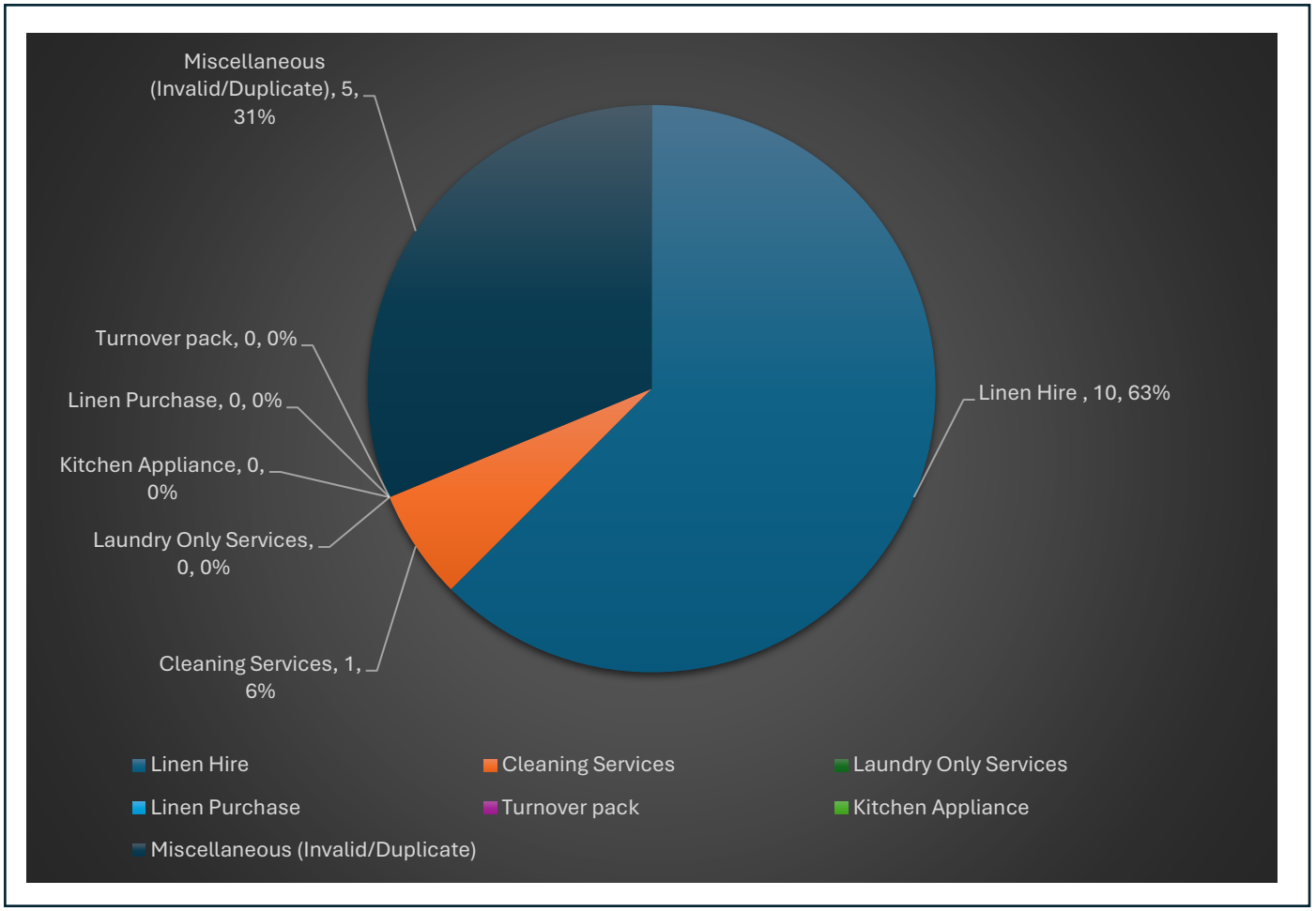
TOTAL AMOUNT - **£22,215.02**

INVOICE DETAILED STATISTICS (12)

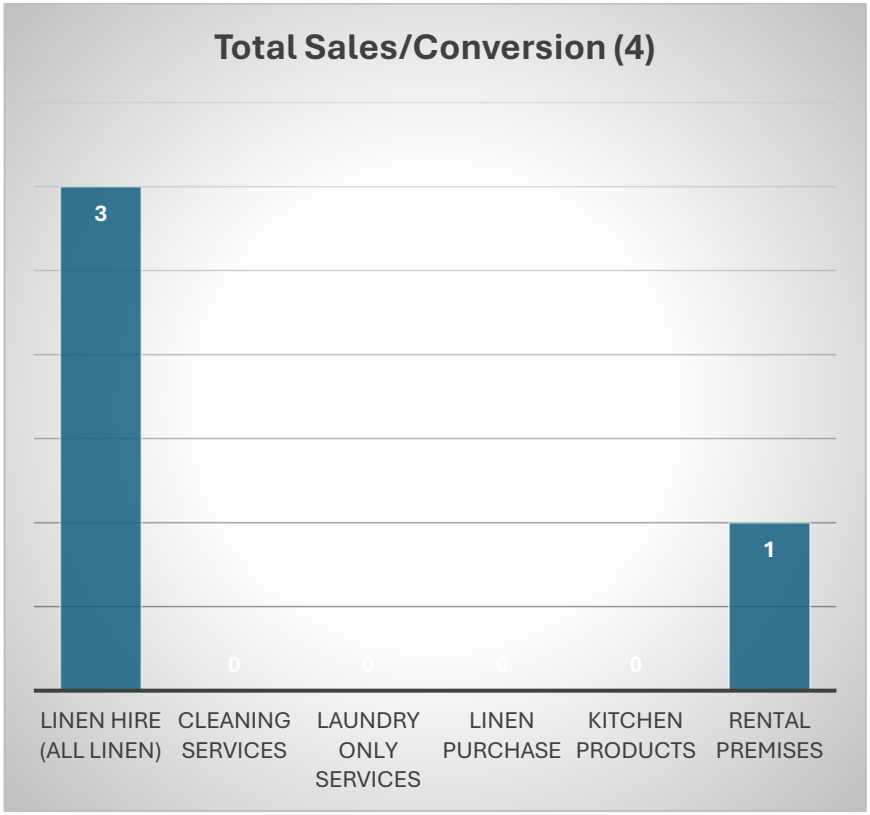


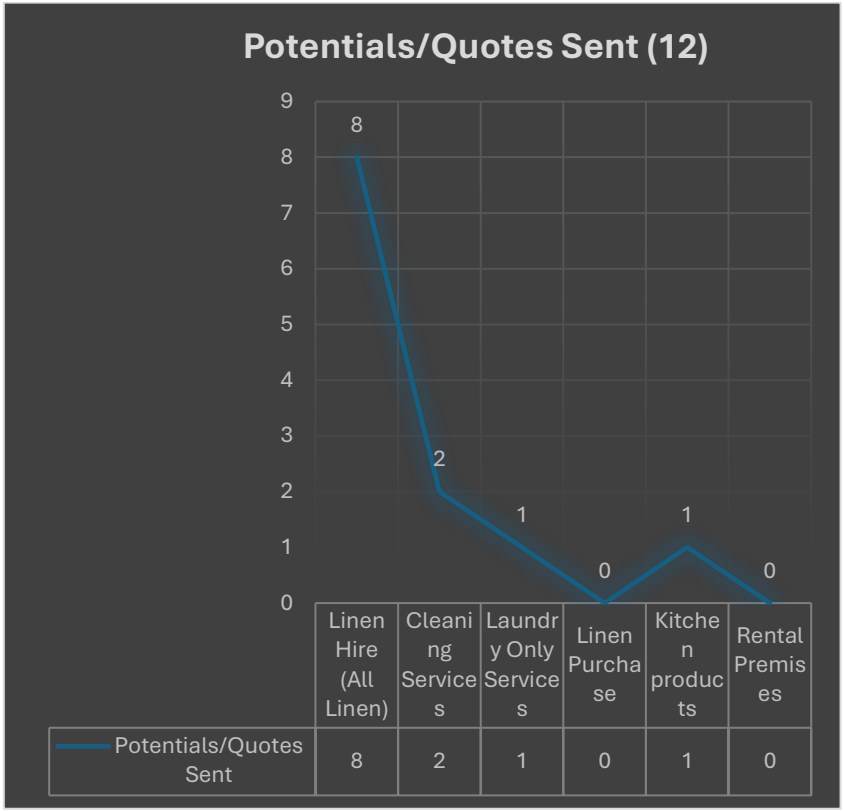
	Linen Hire (All Linen)	Cleaning Services	Laundry Only Services	Linen Purchase	Kitchen products	Rental Premises
Potentials/Quotes Sent	8	2	1	0	1	0

LEADS RECEIVED DURING THE WEEK (16)

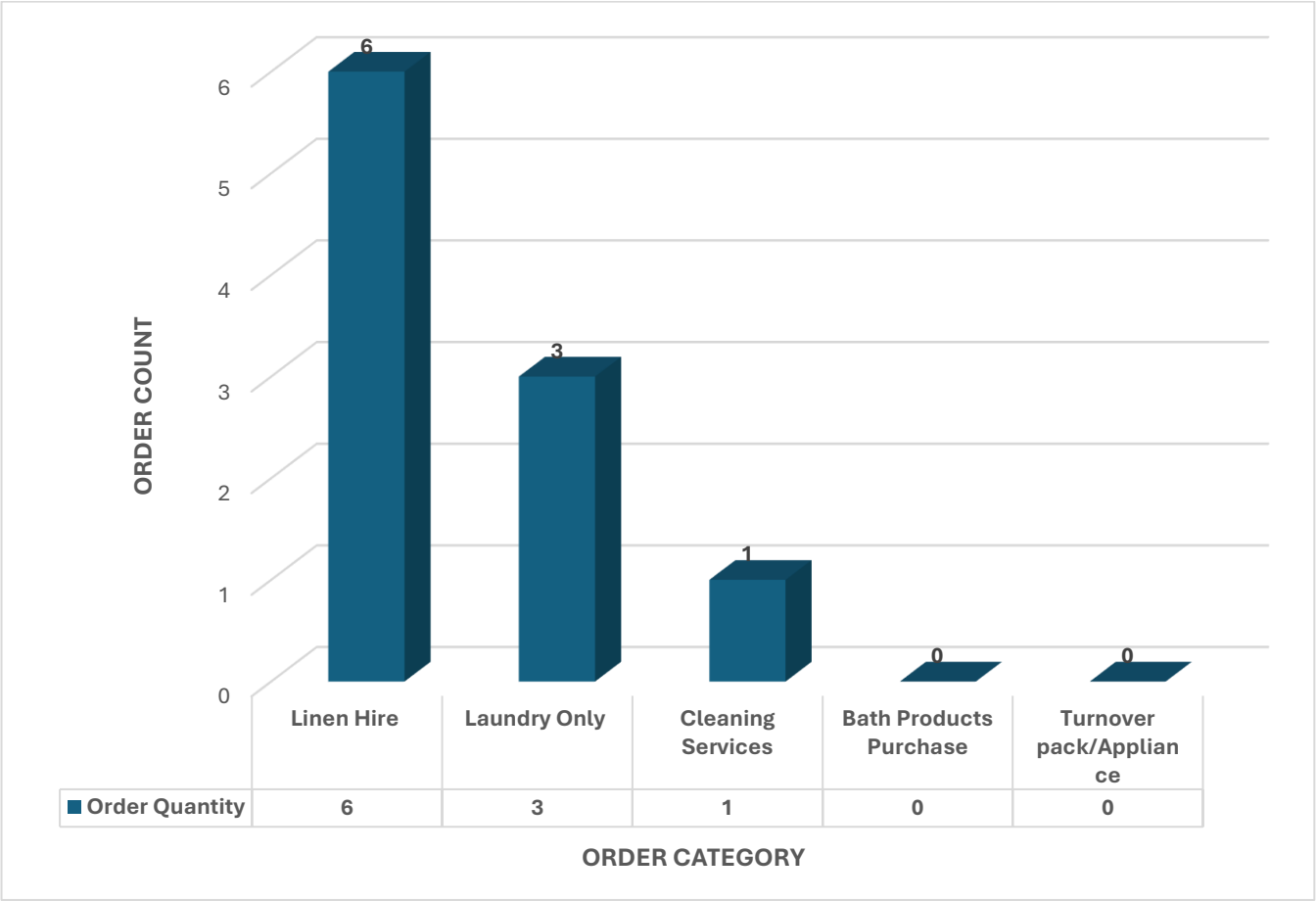


SALES TEAM ACTION

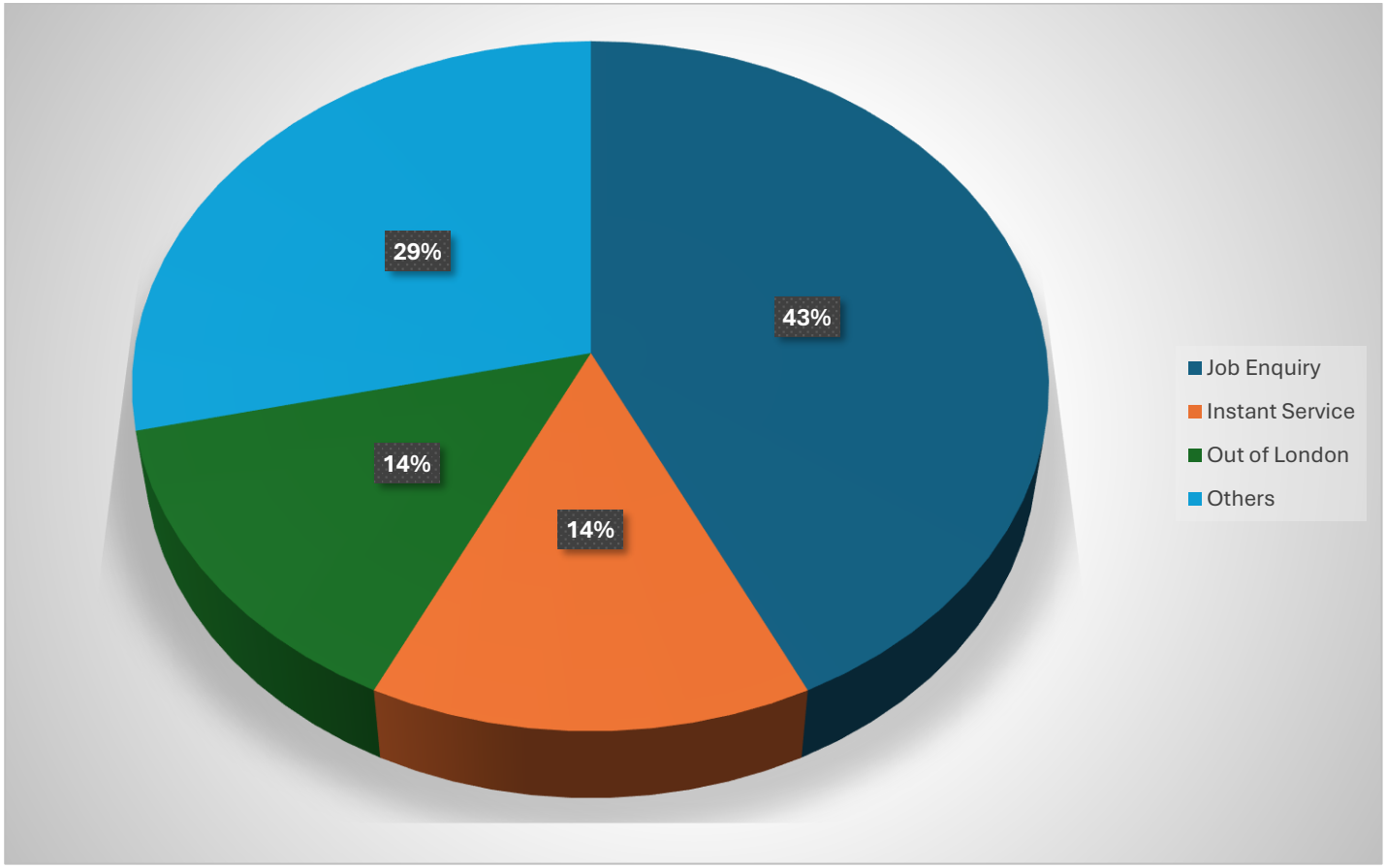




ORDERS DELIVERED DURING THE WEEK (10)

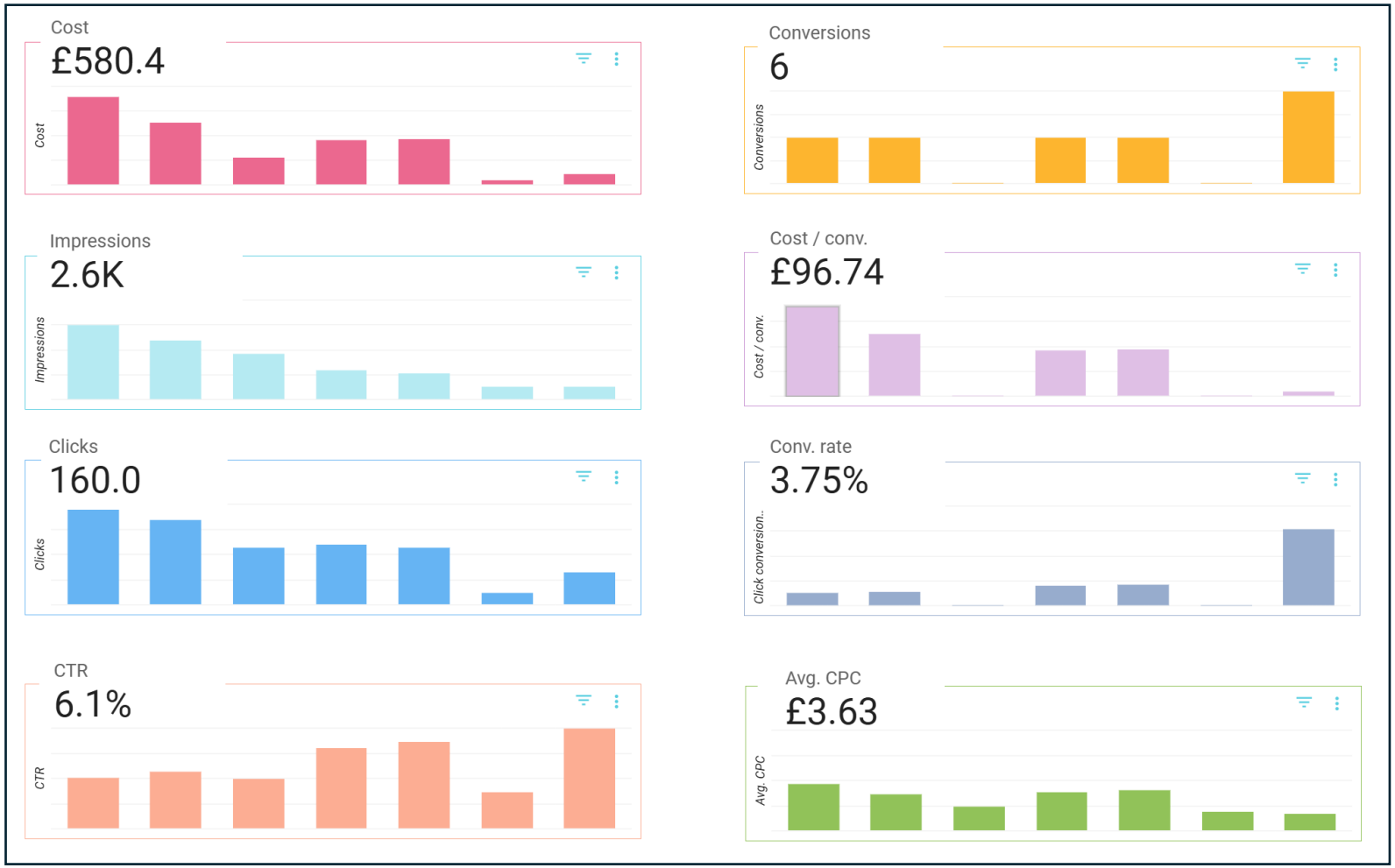


CLIENT FEEDBACK

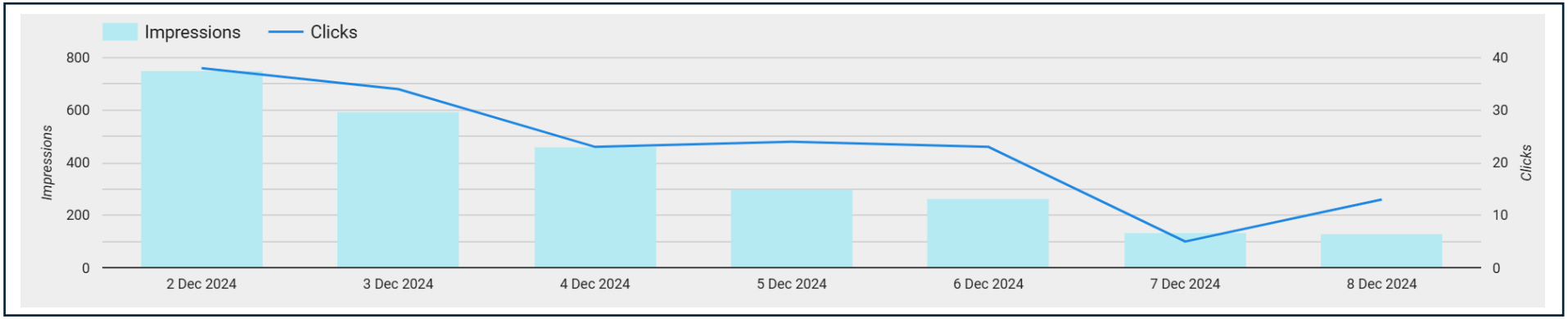


MARKETING PAID AD PERFORMANCE FOR THE WEEK (02/12/24 – 08/12/24)

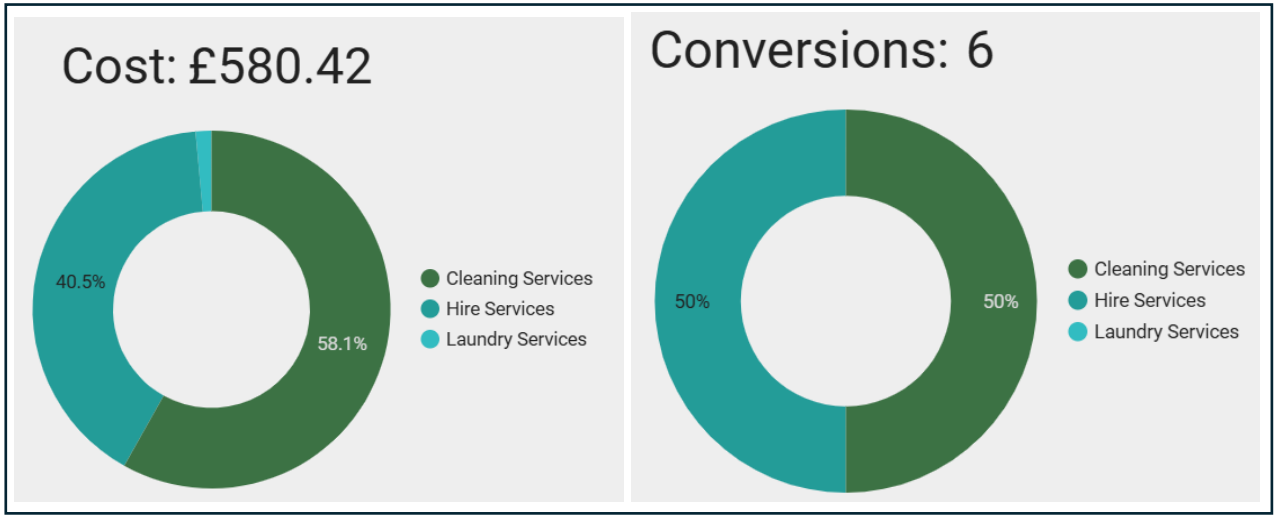
Google Ads (PERFORMANCE)



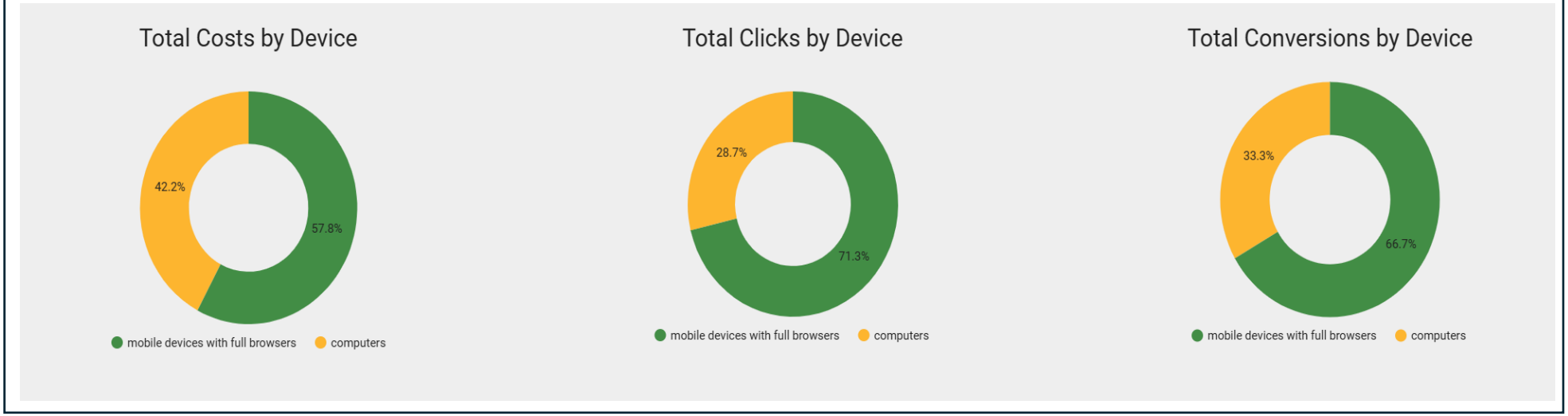
IMPRESSIONS 2.6K -3,445 & CLICKS 160.0 -150



CAMPAIGN COST & CONVERSION

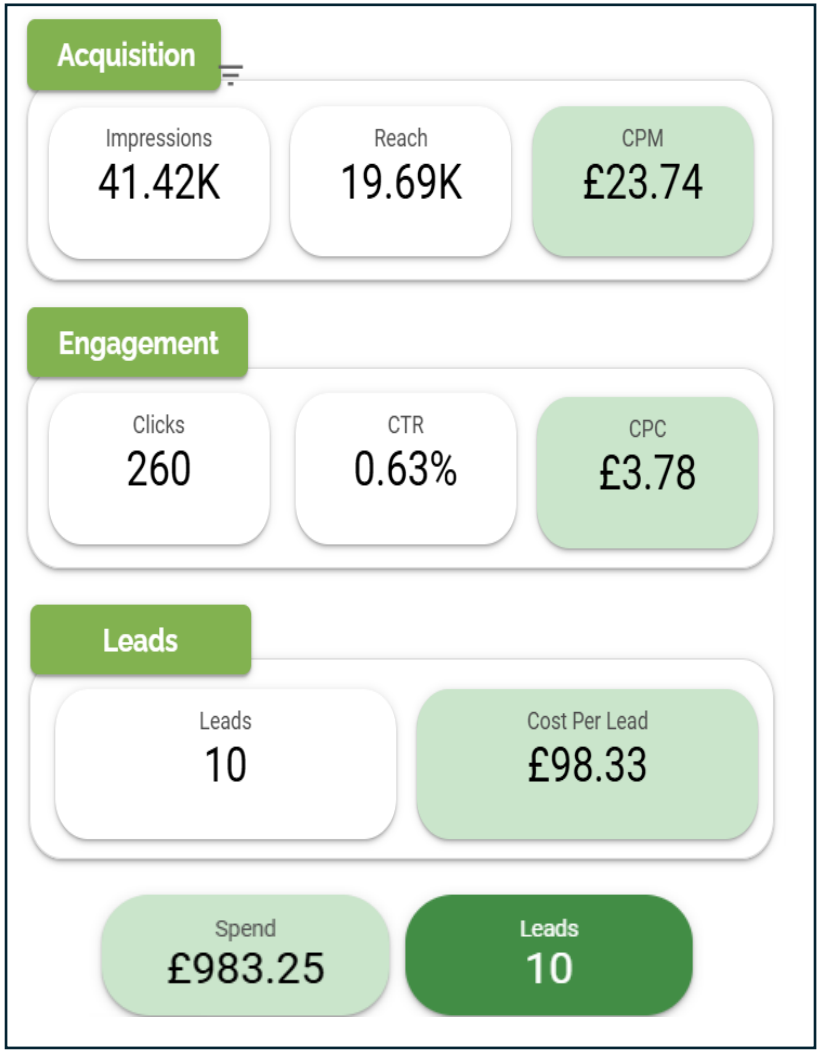


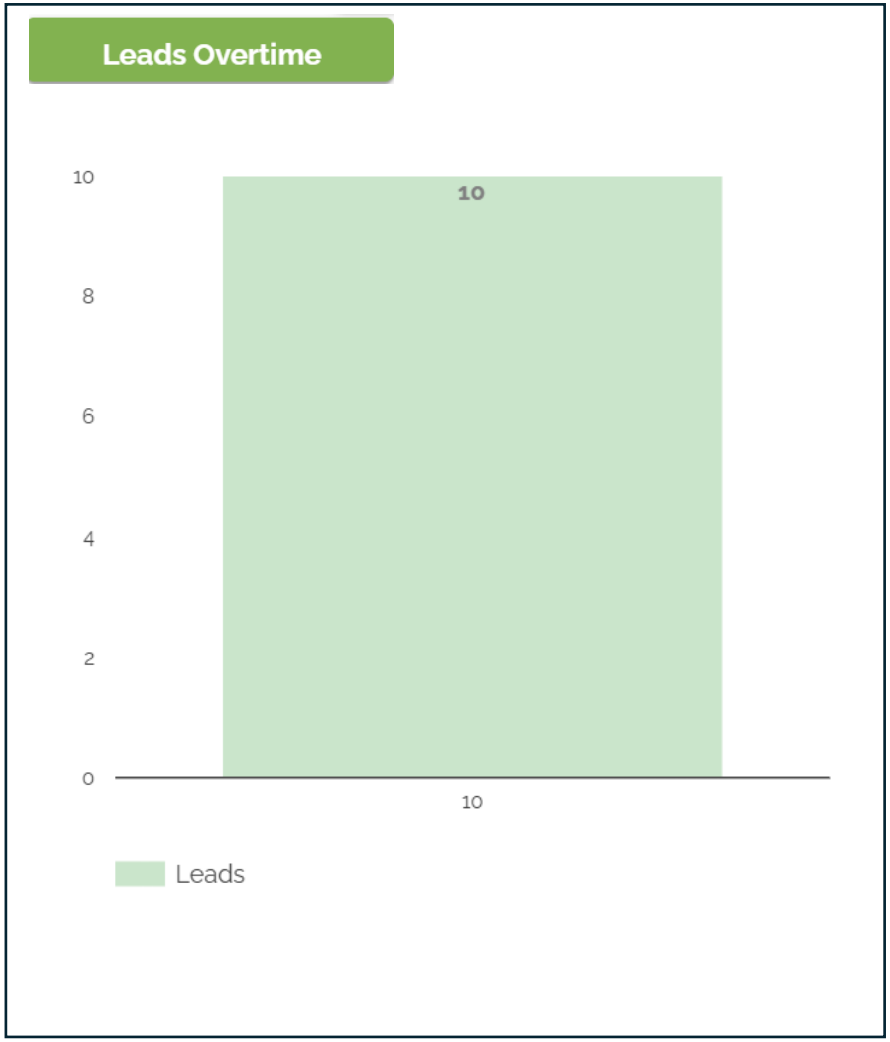
USER DEVICE PERFORMANCE



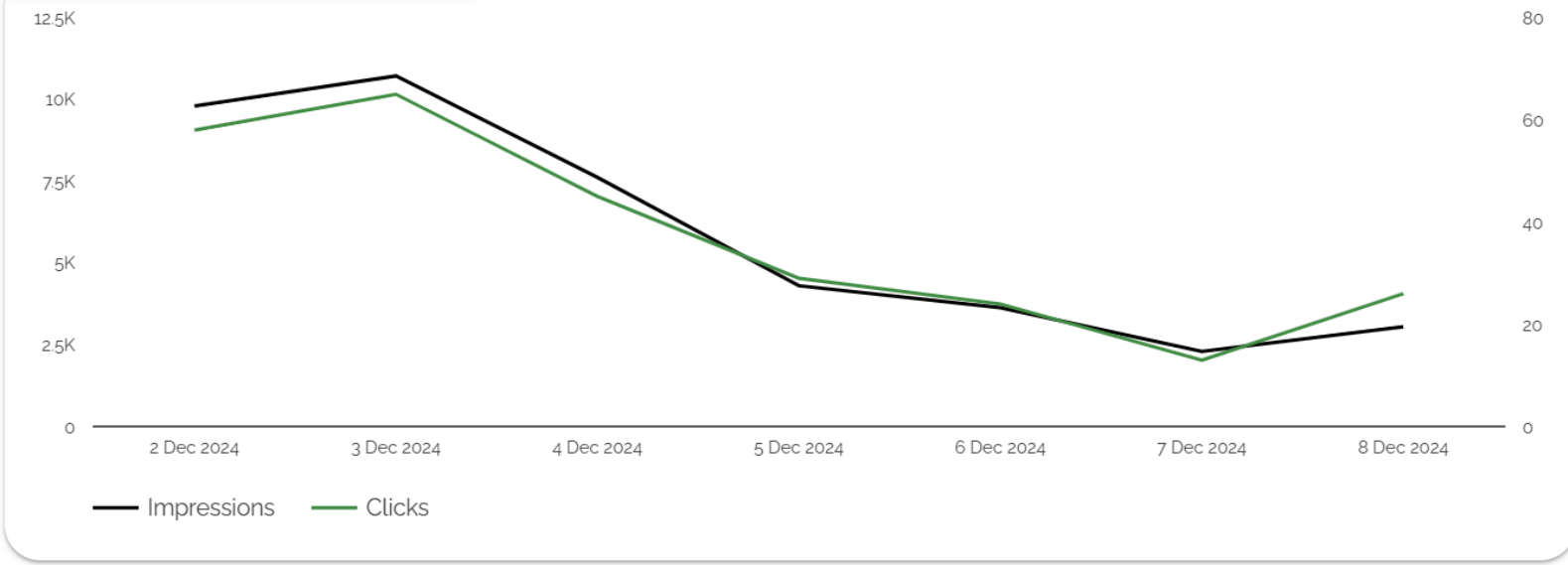
	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£335	1,774	114	6.43%	£2.94	4	£83.84	3.51%
2.	computers	£245	846	46	5.44%	£5.33	2	£122.54	4.35%
3.	tablets with full browsers	£0	12	0	0%	£0	0	£0	0%
	Grand total	**£580**	**2,632**	**160**	**6.08%**	**£3.63**	**6**	**£96.74**	**3.75%**

Meta Ads (PERFORMANCE)





Impressions & Clicks overtime



CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality_dem	217	36,458	£836.58	£3.86	9
2.	commercial_laundry_hospitality_dem	43	4,716	£136.57	£3.18	1
3.	linen_hire_rmkt	0	242	£9.93	null	0
4.	commercial_laundry_rmkt	0	8	£0.17	null	0

WEEKS HIGHLIGHT (02/12/2024 – 08/12/2024)

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Nina Paola Tapawan –** Contract Signed for Linen Hire (Business Name: Balay at Kultura Ltd.)
2. **Linden House Hotel** – Contract Signed for Linen Hire (Business Name: Rosechime Ltd) – 2 Hotels in London: **Bulk Requirement to be started in January'25**
3. **Orange Event Organisation Ltd –** Came on board for Renting the Premises
4. **Tibor Matta –** Contract Signed for Linen Hire (Airbnb's based in Elephant & Castle): **Bulk Requirement to be started immediately**
5. **Andreea Seremet** – Awaiting Sign on the Contract for Linen Hire (Business: 4 Airbnb locations)
6. **Tottenham Abode** – Awaiting Sign on the Contract for Linen Hire (Business Name: Tottenham Abode): **15 sets on an average per week, to be started in December/January.**

Important Takeaways

1. **Anil Bagga, Wellington London Stays –** Linen Hire Services
   10 Airbnb across 3 locations in London (Hackney, Canary Wharf and Battersea)
   FEEDBACK:
   1. As of now, washing linen manually
   2. Collecting linen hire quote from various providers and have kept our quote under review.
   3. Exact requirements for 10 locations are not disclosed yet and only asked for a quote of 10 Double sets for comparison purposes.
2. **Blagovesta, Building Clean London Ltd –** Existing Client Volume Expansion
   FEEDBACK:
   1. Advised for better logistics management to receive the orders on time, improved packaging to easily identify the sizes, advised to use different coloured bags for different sizes, also advised on the delivery assistance to housekeepers.
   2. Upon attaining the above advise, she would be happy to increase her order volume from 100 to 500 units per week.
   3. Quote was shared earlier, waiting for her final agreement and management's cooperation on the suggestions/feedback shared by client.
      Quote Value: £4,494 per week

3. **Ina, The Pow Food –** Laundry Only Services
   Based in North Acton. Services required 3 times a week.

   FEEDBACK:

   1. Quote was prepared and sent for the laundry only services for the kitchen articles including chef's jacket, trousers etc.
   2. Relaying on her boss to provide the feedback on the shared quotation.

   Quote Value: £3,529.80 (per order) (3 Times a week)

4. **Lawrence Nicol –** Linen Hire Services
   Based in Bermondsey, Small Airbnb business due for a launch in January 2025.

   FEEDBACK:

1. Liked the prices. He would further like to see some samples, lives in Kent.
2. Will visit the warehouse either Friday or Saturday.

   Quote Value: £86.10 (100% cotton) or £52.50 (polycotton) per week (Order frequency not discussed yet)

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **6**

Cost per Conversion to CRM - **£96.73** *(Reduced by £33.27 from last week)*

Meta Ads Cost per Conversion:

Total Leads Received – **10**

Cost per Conversion to CRM - **£98.33** *(Increased by £12.86 from last week)*

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	3	8
Cleaning Services	0	2
Laundry Only Services	0	1
Linen Purchase	0	0
Kitchen products	0	1
Rental Premises	1	0
GRAND TOTAL	**4**	**12**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	7	2,105.80
Turnover pack	1	£14,274.00
Electrical Appliance	1	£738.84
Laundry Only	2	£196.38
Cleaning Services	0	£0
Premises Rent	1	£4,900.00
Total	**12**	**22,215.02**

ORDERS DELIVERED

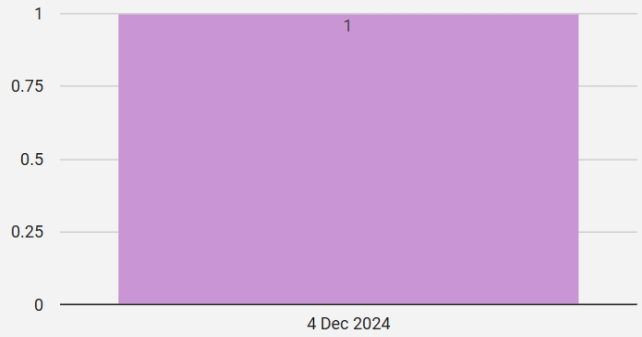
Category	Order Quantity
Linen Hire	6
Laundry Only	3
Cleaning Services	1
Bath Products Purchase	0
Turnover pack/Appliance	0
Total	**10**

LEADS RECEIVED DURING THE WEEK

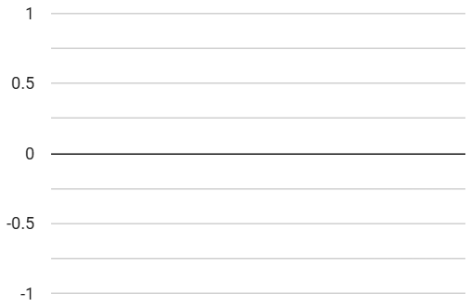
Category	Total leads
Linen Hire	10
Cleaning Services	1
Laundry Only Services	0
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	5
GRAND TOTAL	**16**

WORK DONE BY MARKETING TEAM DURING THE WEEK

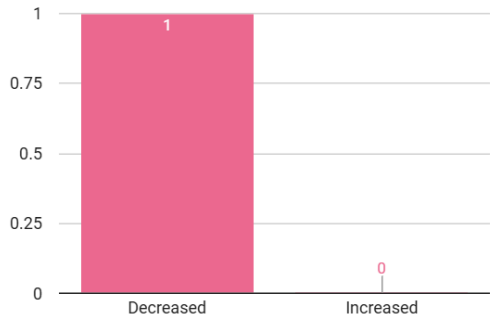
Total changes: 1



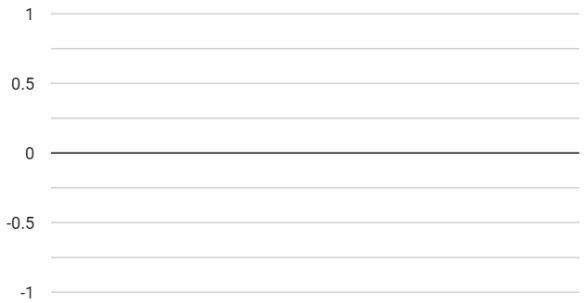
Bid changes: 0



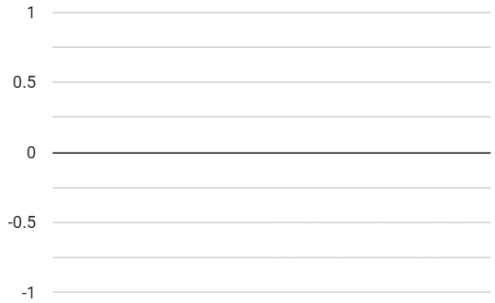
Budget changes: 1



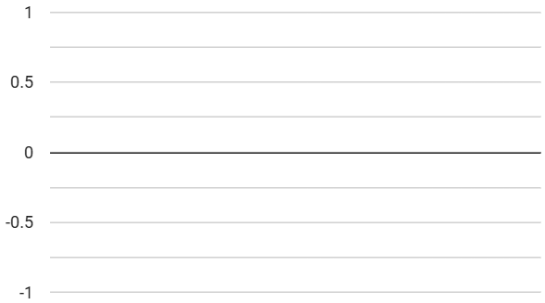
Keyword changes: 0



Negative keyword changes: 0



Ad changes: 0



TENTATIVE ORDER SCHEDULE FOR THIS WEEK (09/12/24 – 14/12/2024) – 10 Orders

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Johnny Romana	21st Century Retail Ltd	**POLYCOTTON HIRE** **x6 Bathmats** (Items were missed off the order last week as advised by client)	29 Ridge Hill, London, NW11 8PR	Delivery	09/12/2024	AM SLOT 9am - 12pm	079689 28874
Dino Rozman	Dino Rozman Designs	**COLLECTION ONLY** **DIRTY LHS LINEN**	3 Shepherd Street, SW6 2LG	Collection	09/12/2024	AM SLOT 9am - 11am	7958283380
Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel)** **Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection both	09/12/2024	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Nina Paola Tapawan	Balay at Kultura Ltd	**POLYCOTTON HIRE** **x2 SINGLE LINEN SETS** (x2 PC, x1 BS, x1 DC + x1 BT, x1 HT) **x3 DOUBLE LINEN SETS** (x4 PC, x1 BS, x1 DC + x2 BT, x2 HT)	39E New Barn Street, E13 8JZ	Delivery	10.12.2024	PM SLOT 12pm - 5pm	7367 859 460

Steve Cogan	Airbnb	**POLYCOTTON HIRE** **x10 King linen Sets -** (x4 PC, x1 DC, x1 BS) **x4 Single Linen Set -** (x2 PC, x1 DC, x1 BS) **x2 Super King Sets -** (x4 PC, x1 DC, x1 BS) (Second half of original order) **No Towels on this occasion**	26 Arminger Road, W12 7BB	DELIVERY	11.12.2024	PM SLOT 12pm - 5pm	7939 200486
Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x50 Double linen Sets -** (x2 PC, 1DC, 1FS **(Fitted Sheet)**), 2HT, 2BT	38 Wansey Street, SE17 1JP, London	Delivery	12.12.2024	PM SLOT 12pm - 5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)
Blagovesta Kyuchukova	Building Clean London LTD	**Client to confirm quantity - TBD**	57-59 Philbeach Gardens,SW5 9EE	DELIVERY	12.12.2024	PM SLOT 12pm - 5pm	7562448464

Nima HP	Key Bridge LTD	**x50 Double Linen sets -** (x4 PC, x1 DC, x1 BS, + x2 BT, x2 HT) **+** **x50 Bathmats**	72 Parkway, London, NW1 7AH - 76 Neal Street, London, WC2H 9AJ - 3 Golders Green Road, London, NW11 8DY - 5 Prince of Wales Terrace, London, W8 5PG - 253 Royal College Street London, NW1 9LU	Delivery + Collection	13.12.2024	PM SLOT 12pm - 5pm	7367707044
Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel)** **Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery + Collection both	13.12.2024	PM SLOT 12pm - 5pm	7751141620 / 0208 7052 9149
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	15.12.2024	AM SLOT 9am - 12pm	7470 255 034

NOTE: 4 URGENT REQUESTS CAME IN DURING THE WEEK ON MONDAY PENDING FOR CONFIRMATION WITH LAUNDRY SUPERVISOR

1. **Srini from VMR properties (Linen Hire) -** Confirmed for Warehouse Collection
   Single Duvet Covers - 13
   Single Bed Sheets - 11
   Double Duvet Covers - 8
   Double Bed Sheets - 8
   Pillowcases : 46
   Bath Towels : 27
   HandTowels:16
2. **Yulia (Linen Hire) –** Pending for Confirmation with Jay
   4 kings size duvet covers

1 single duvet cover
4 king size sheets
14 pillowcases

Additional Order
20 king size duvet covers
20 king size sheets
60 pillowcases
20 single duvet covers
10 single sheets
15 towel sets
15 small face towels

3. **Chris (Linen Hire) –** Pending for Confirmation with Jay
   Order details TBD
4. **Joyce (Linen Hire) -** Pending for Confirmation with Jay
   Order details TBD