londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

04/11/2024 – 10/11/2024

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£10,124.34

TOTAL INVOICES

7

NEW LEADS

38

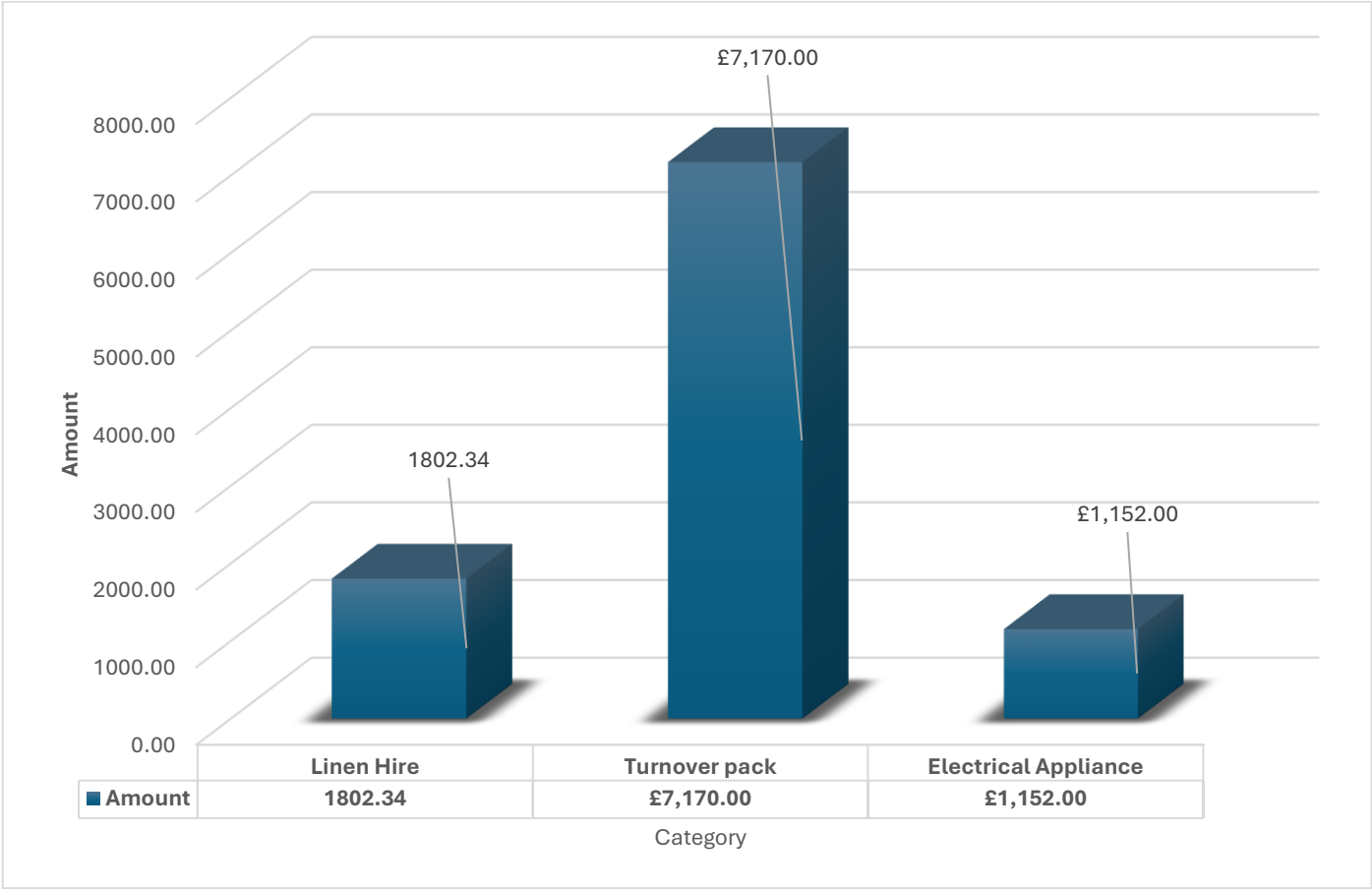
QUOTES SENT

22

ORDERS DELIVERED

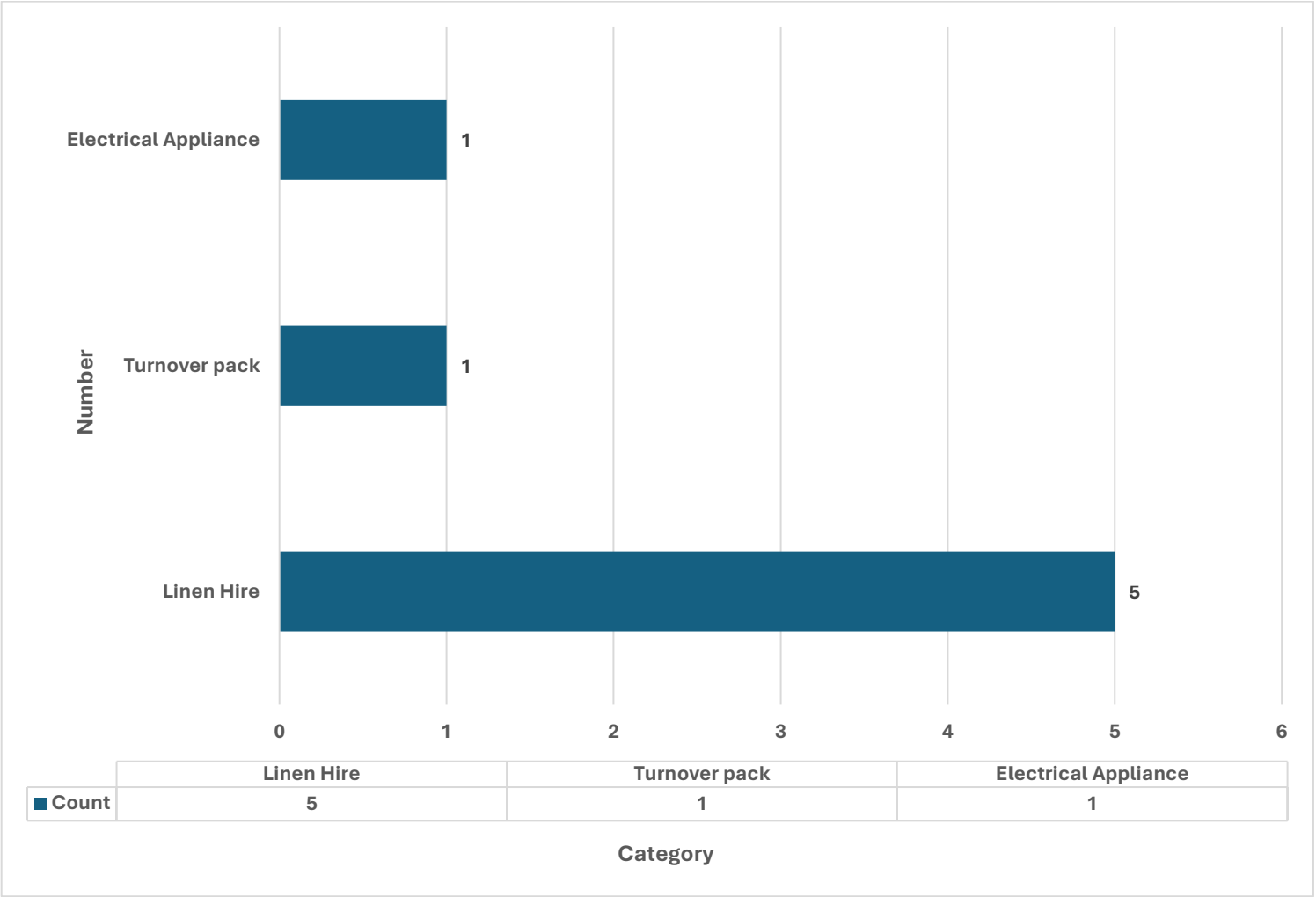
7

DETAILED GLANCE OF SALES (04/11/2024 – 10/11/2024)

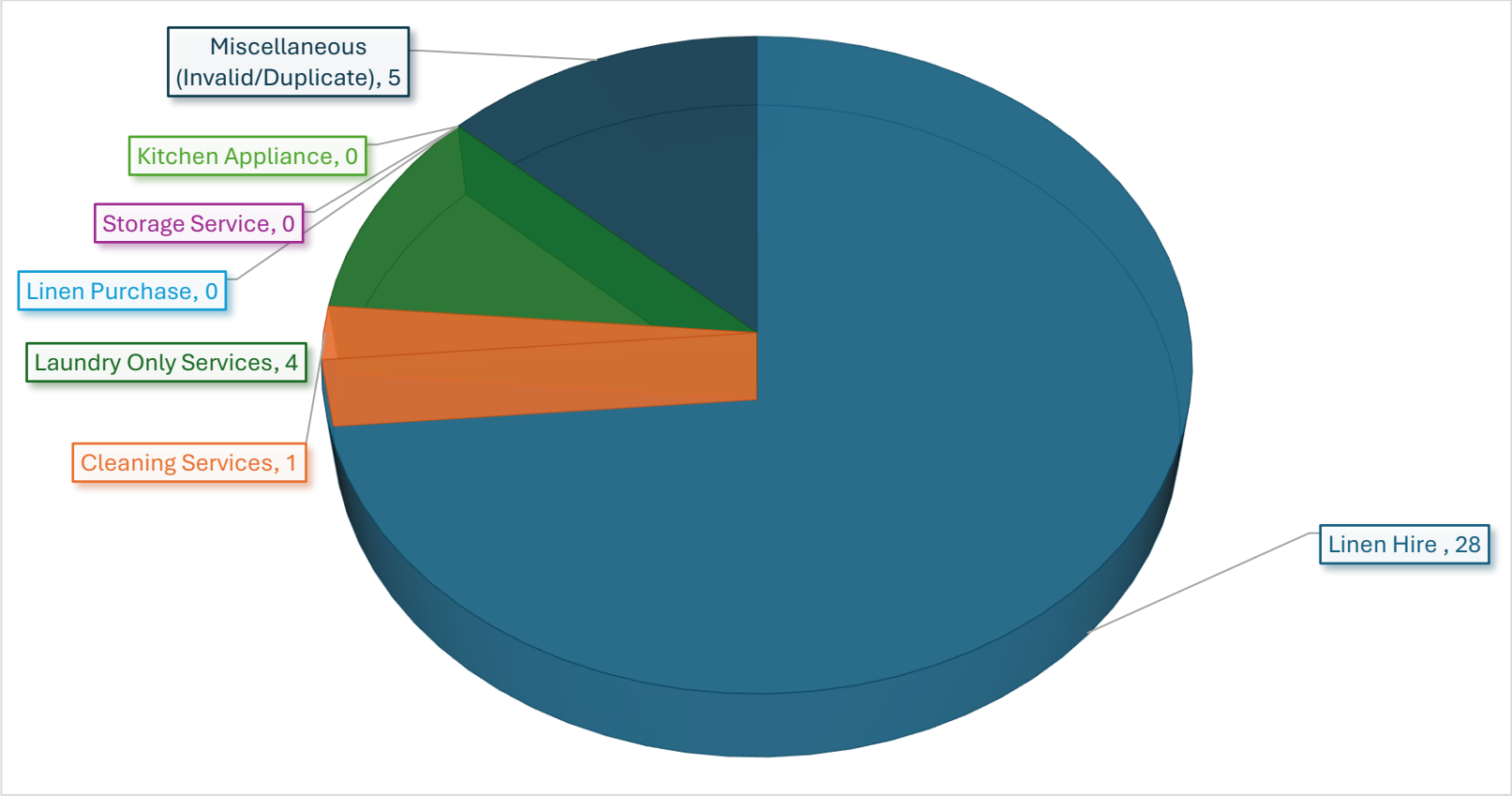


TOTAL AMOUNT - **£10,124.34**

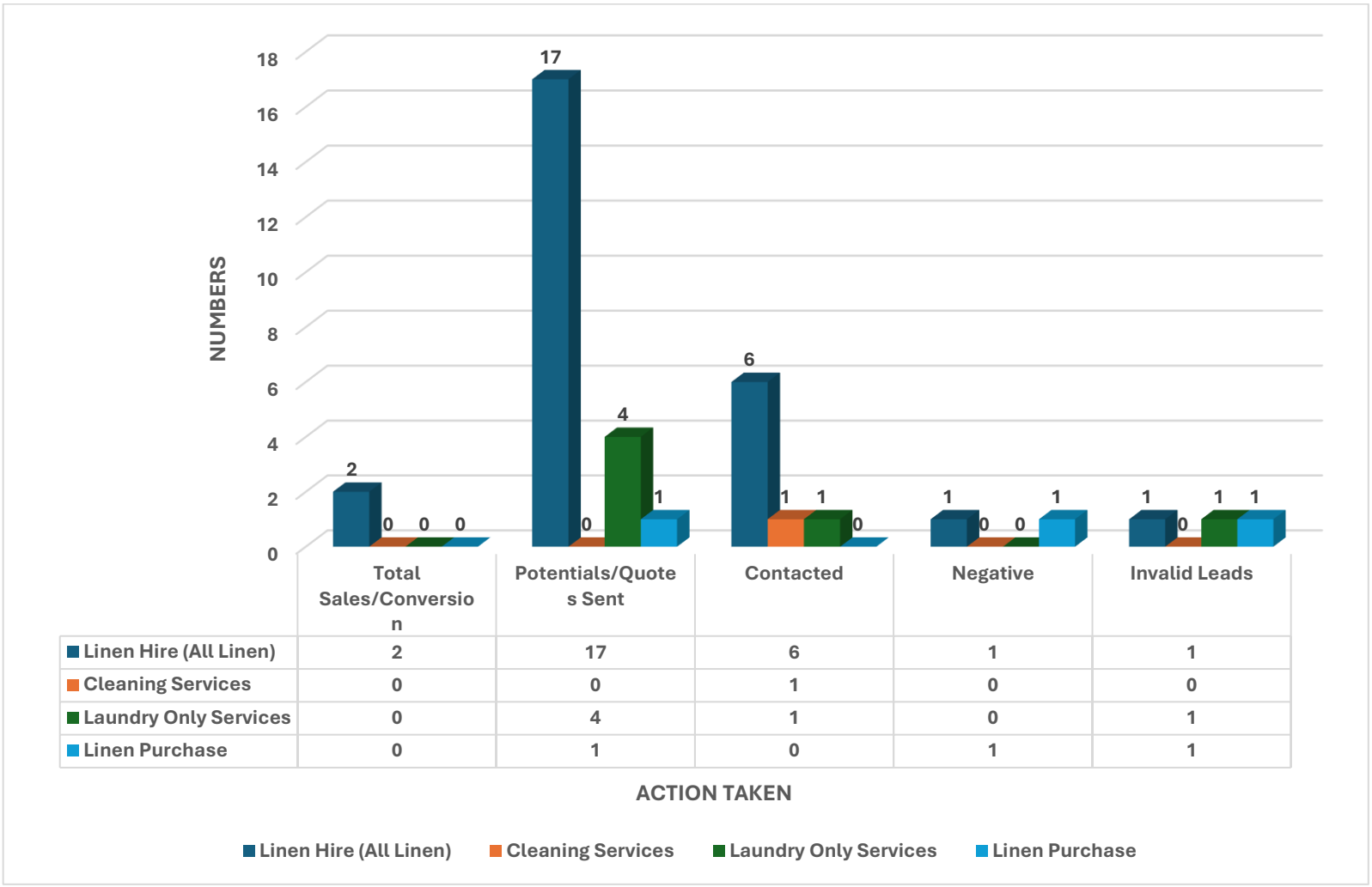
INVOICE DETAIL



LEADS DURING THE WEEK



SALES TEAM ACTION



	Total Sales/Conversion	Potentials/Quotes Sent	Contacted	Negative	Invalid Leads
Linen Hire (All Linen)	2	17	6	1	1
Cleaning Services	0	0	1	0	0
Laundry Only Services	0	4	1	0	1
Linen Purchase	0	1	0	1	1

ORDERS DELIVERED



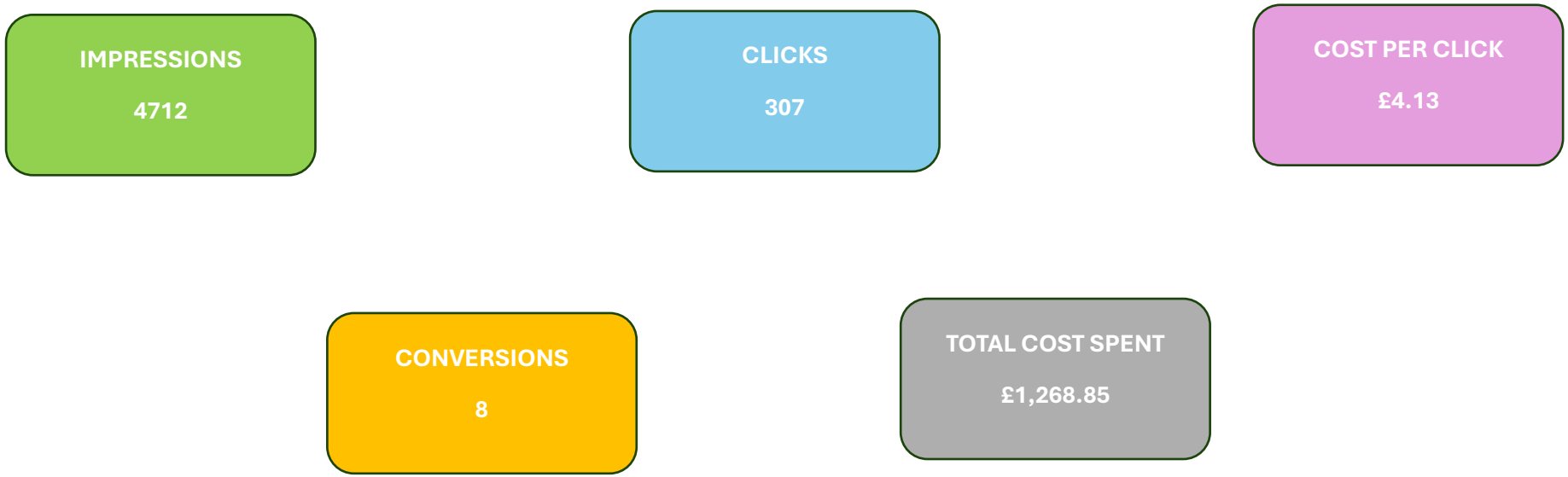
CLIENT FEEDBACK

CLIENT/LEAD INTERACTION	FEEDBACK RECEIVED	CHALLENGES FACED	CRM LINK
Nimo aden – From Commercial green cleaning ad	Looking for a job instead.	Will share the CV with HR for record.	https://crm.londonisthospitality.com/admin/leads/index/4489
Moses Joe – Linen Hire	Looking for Linen hire but based in Liverpool.	Proposed to purchase the linen but he was interested as he had the linen in stock.	https://crm.londonisthospitality.com/admin/leads/index/4483
Nitesh Rawal – Contact form	Looking for a kitchen porter or cleaner's job.	Will be sharing the CV with HR to maintain record for future requirements.	https://crm.londonisthospitality.com/admin/leads/index/4475

Ella Crabtree – Tablecloth hire	By the time lead was reached, she had already sorted her linen hire requirements and also the sizes she needed was not in stock.	Have kept the details of her requirements as feedback to improve our range of products.	https://crm.londonisthospitality.com/admin/leads/index/4457

MARKETING PAID AD ANALYSIS FROM THE WEEK (04/11/24 – 10/11/24)

Google Ads



Meta Ads

IMPRESSIONS

11,888

REACH

9,404

COST PER CLICK

£2.25

CONVERSIONS

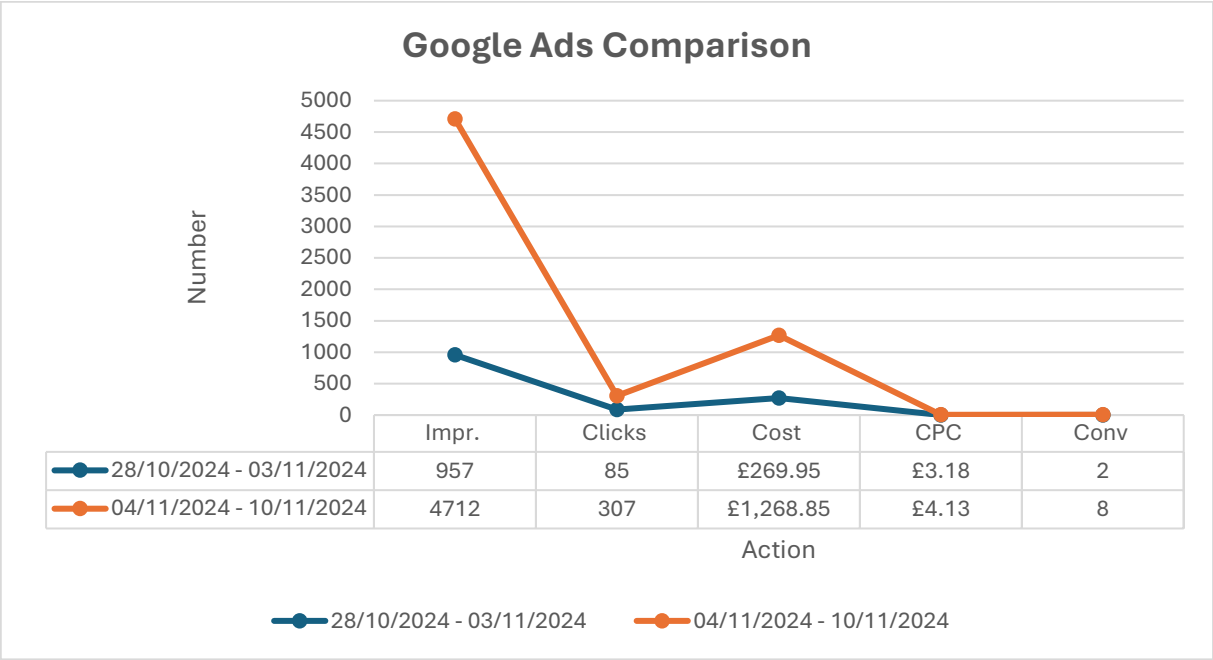
7

TOTAL COST SPENT

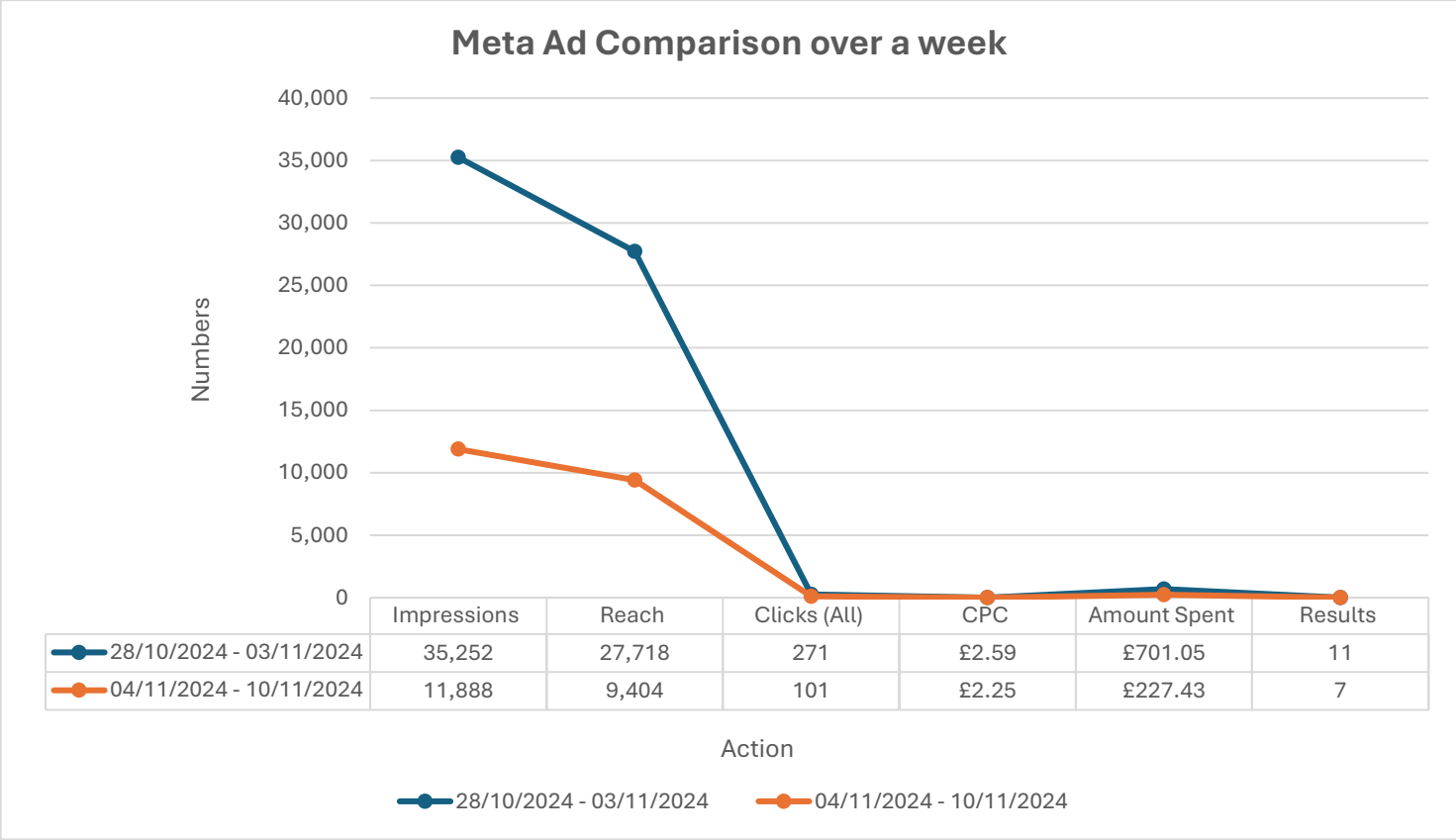
£227.43

PERFORMANCE COMPARISON WITH PREVIOUS WEEK

Google Ads



Meta Ads



	Impressions	Reach	Clicks (All)	CPC	Amount Spent	Results
28/10/2024 - 03/11/2024	35,252	27,718	271	£2.59	£701.05	11
04/11/2024 - 10/11/2024	11,888	9,404	101	£2.25	£227.43	7

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent	Contacted	Negative	Invalid Leads
Linen Hire (All Linen)	2	17	6	1	1
Cleaning Services	0	0	1	0	0
Laundry Only Services	0	4	1	0	1
Linen Purchase	0	1	0	1	1
GRAND TOTAL	**2**	**22**	**8**	**2**	**3**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	5	1802.34
Turnover pack	1	£7,170.00
Electrical Appliance	1	£1,152.00
Total		**£10,124.34**

ORDERS DELIVERED

Category	Orders Delivered
Linen Hire (All Linen)	4
Laundry Only Services	3
GRAND TOTAL	**7**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire - Bed & Bath & Tablecloth	28
Cleaning Services	1
Laundry Only Services	4
Linen Purchase	0
Storage Service	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	5
GRAND TOTAL	**38**

ORDER SCHEDULE FOR THIS WEEK (11/11/24 – 15/11/2024)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact	Special Instructions
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	11.11.2024	PM SLOT 12pm - 5pm	7751141620 / 020 7052 9149	Delivery notes to be signed.
Srinivasa Dontiboyina	VMR Properties	**x10 Single linen sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1BT) **+ x5 Double linen sets -** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	VMR Properties, 24 Kelsieway, Ilford, IF6 3BP	DELIVERY	12.11.2024	PM SLOT 12pm - 5pm	7854195595	Delivery notes to be signed.
Steve Cogan	Airbnb	**20 King - x**4 PCs, x1 DC, x1 BS + x2 HT, x2 BT **10 Single -** x2 PCs, x1 DC, x1 BS + x1 HT, x1 BT **5 Super King -** x4 PCs, x1 DC, x1 BS + x2 HT, x2 BT	26 Arminger Road, W12 7BB	Delivery & Collection both	13.11.2024	AM SLOT 9am - 12pm	7939200486	Delivery notes to be signed.
Blagovesta Kyuchukova	Building Clean London LTD	**Client to confirm quantity - TBD**	57-59 Philbeach Gardens,SW5 9EE	DELIVERY	14.11.2024	PM SLOT 12pm - 5pm	7562448464	Delivery notes to be signed.

Nima HP	Key Bridge LTD	**x50 Double Linen sets - x4 Pillowcases, x1 DC, x1 BS, + x2 BT, x2 HT**	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	15.11.2024	PM SLOT 12pm - 5pm	7367707044	Delivery notes to be signed.
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	15.11.2024	PM SLOT 12pm - 5pm	7751141620 / 0208	Delivery notes to be signed.