SUMMARY

SALES ACTIVITIES

MARKETING ACTIVIES

CHALLENGES

TRADEMARKS

SUPPLY CHAIN

PROJECTS

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# OVERVIEW SUMMARY

**TOTAL SALES**

**£429,523.25**

**QUOTES**

**499**

**CONTRACT/CLIENTS**

**48**

**TOTAL INVOICES**

**143**

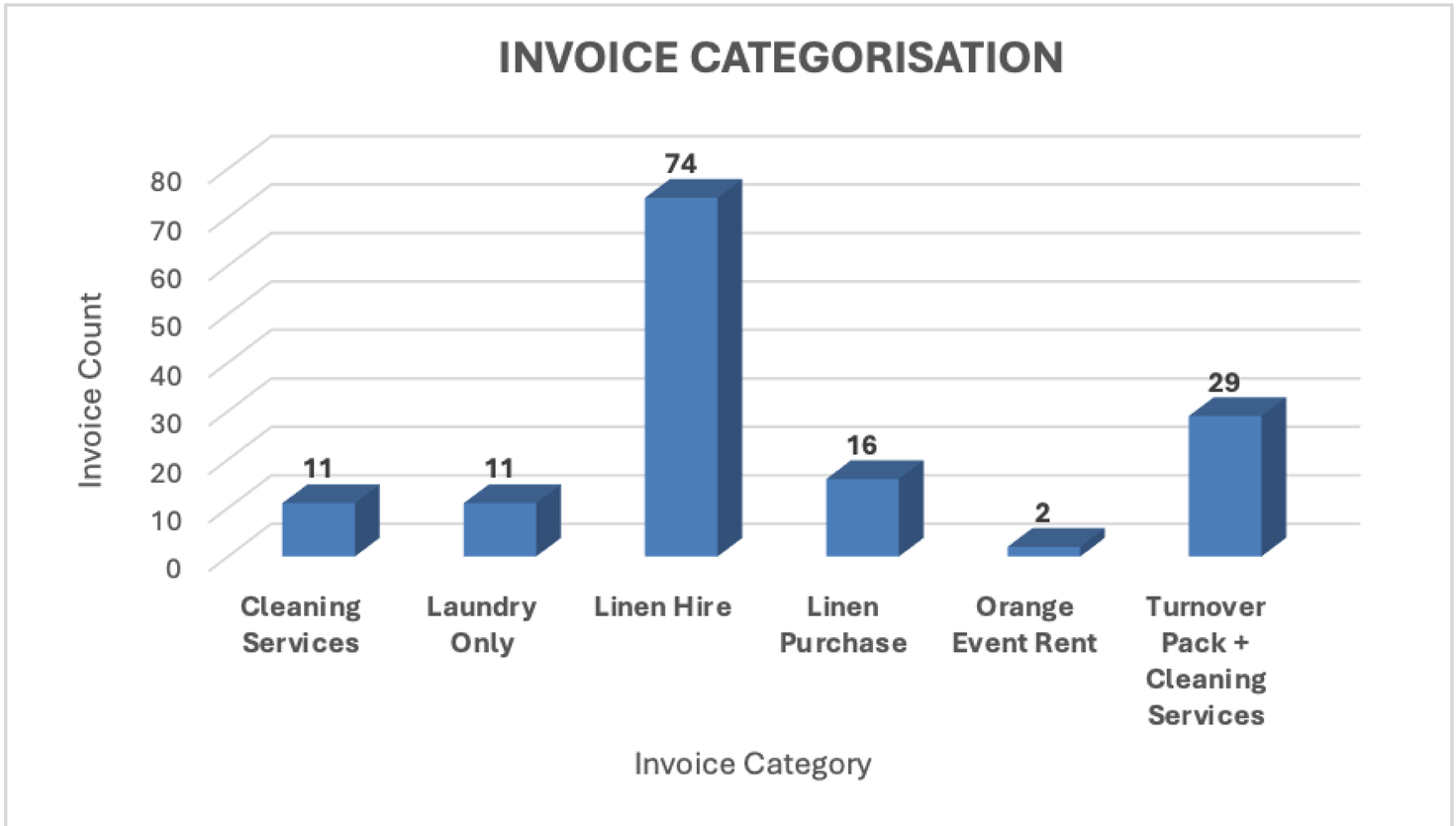
**TOTAL LEADS**

**1,252**

*(Excl. Data Broker – 3,206)*

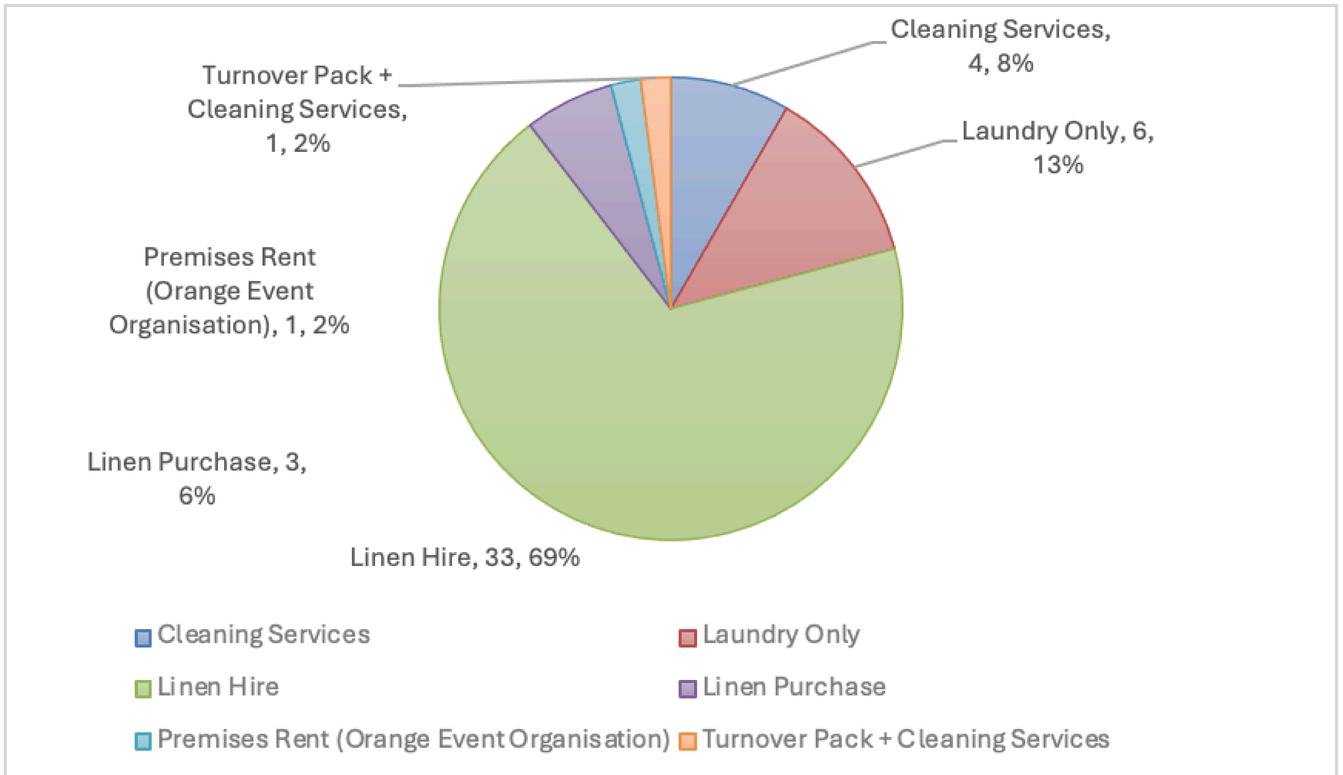
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# DETAILED GLANCE OF SALES




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# CLIENT PORTFOLIO




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# LEADS APPROACHED

Marriott

Holiday Inn

UNITE STUDENTS

RITUALS

CRM STUDENTS

HOUST

AES
EXPERIENTIAL LEARNING & LIVING
EST- 1973

PAN PACIFIC HOTELS GROUP
A Member of UOL Group

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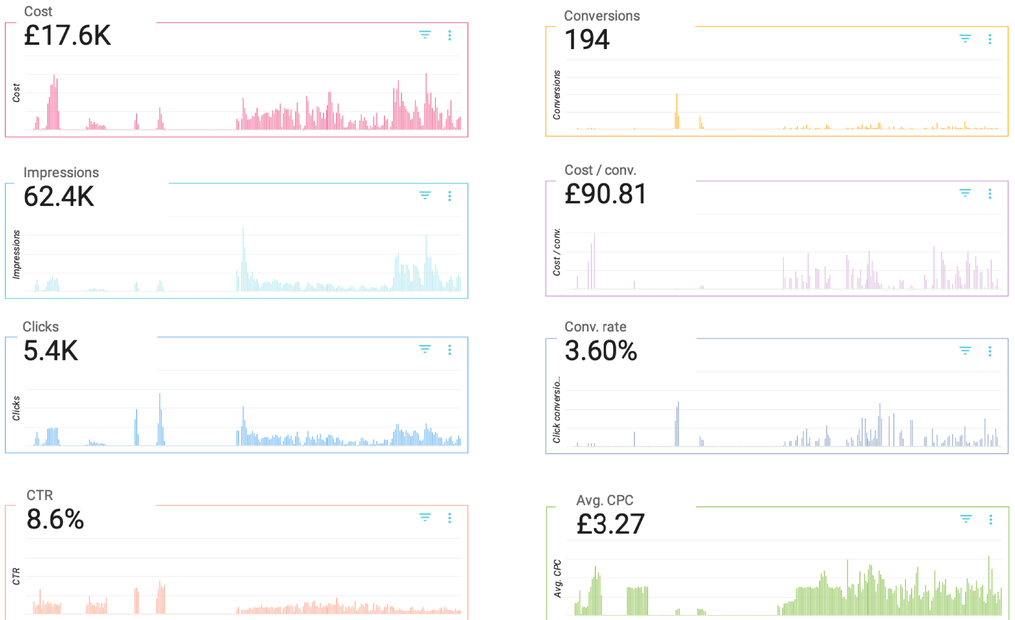
# MARKETING SUMMARY

| NEWSLETTER | SOCIAL MEDIA POST | TESTIMONIAL |
| --- | --- | --- |
| 7 | 81 | 5 |

| GOOGLE AD LEADS | PAID AD LEADS |
| --- | --- |
| 194 | 475 |

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# GOOGLE ADS




| Campaign | Cost ▼ | Impressions | Clicks | CTR | Avg. CPC | Conversions | Cost / conv. | Conv. rate |
|---|---|---|---|---|---|---|---|---|
| Hire Services | £7,089 | 18,257 | 1,975 | 10.82% | £3.59 | 68 | £104.25 | 3.44% |
| Cleaning Services | £4,770 | 27,755 | 1,483 | 5.34% | £3.22 | 35 | £136.28 | 2.36% |
| Laundry Services | £2,807 | 10,365 | 742 | 7.16% | £3.78 | 33 | £85.06 | 4.45% |
| Products | £2,442 | 4,426 | 602 | 13.6% | £4.06 | 5 | £488.41 | 0.83% |
| Services | £510 | 1,592 | 582 | 36.56% | £0.88 | 53 | £9.62 | 9.11% |
| **Grand total** | **£17,618** | **62,395** | **5,384** | **8.63%** | **£3.27** | **194** | **£90.81** | **3.6%** |

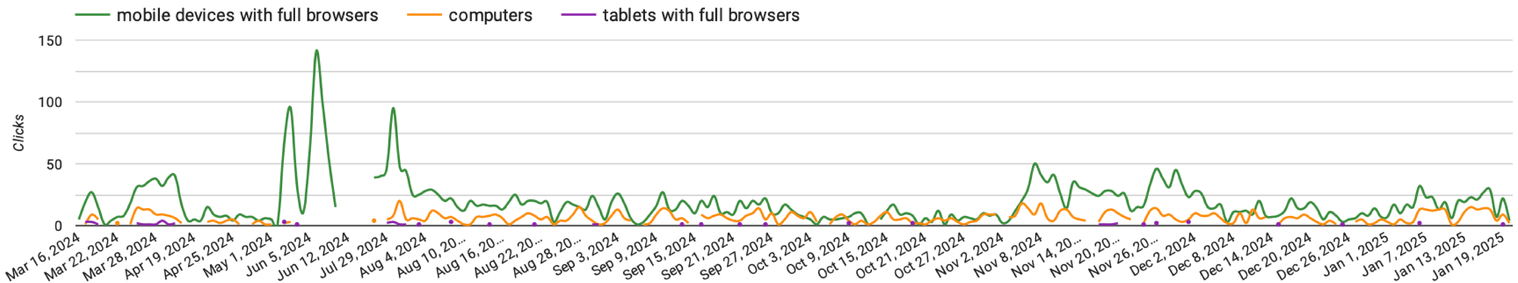
**Paid ads spend is 9.2% of the Total sales amount, LHS generated £429k from £39k spend on Ads.**

**February 2024 to January 2025**

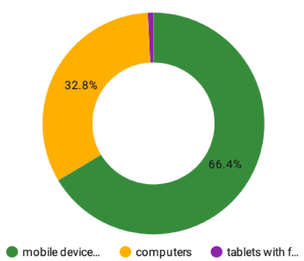
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# DEVICE PERFORMANCE

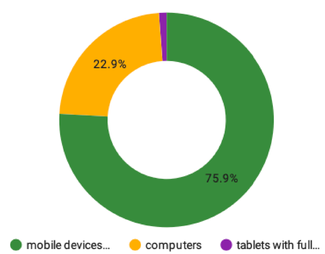
Clicks per Device Performance Chart



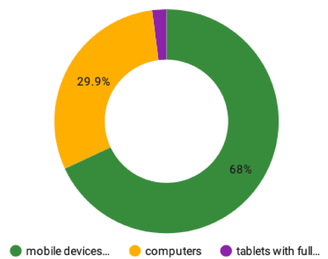

Total Costs by Device




Total Clicks by Device




Total Conversions by Device




| | Device | Cost | Impressions | Clicks | CTR | Avg. CPC | Conversions | Cost / conv. | Conv. rate |
|---|---|---|---|---|---|---|---|---|---|
| 1. | mobile devices with full browsers | £11,699 | 44,569 | 4,087 | 9.17% | £2.86 | 132 | £88.63 | 3.23% |
| 2. | computers | £5,770 | 17,220 | 1,235 | 7.17% | £4.67 | 58 | £99.49 | 4.7% |
| 3. | tablets with full browsers | £148 | 607 | 62 | 10.21% | £2.39 | 4 | £37.02 | 6.45% |
| | **Grand total** | **£17,618** | **62,395** | **5,384** | **8.63%** | **£3.27** | **194** | **£90.81** | **3.6%** |

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# LEADS CATEGORY (GOOGLE ADS)




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# META ADS

| Spend | Clicks | Leads | Cost Per Lead |
|---|---|---|---|
| £22.25K | 9K | 475 | £46.84 |

Top Campaigns

| | Ad Set Name | Clicks | Impressions | Amount Spent | CPC | Leads |
|---|---|---|---|---|---|---|
| 1. | linen_hire_hospitality | 3,717 | 516,850 | £12,111.34 | £3.26 | 223 |
| 2. | hotelb2b_audience | 1,863 | 95,390 | £2,215.95 | £1.19 | 128 |
| 3. | linen_hire_hospitality_dem | 1,259 | 122,508 | £2,183.08 | £1.73 | 15 |
| 4. | commercial_laundry_hospitality | 1,017 | 126,696 | £2,679.43 | £2.63 | 47 |
| 5. | storage_services | 597 | 140,401 | £786.07 | £1.32 | 29 |
| 6. | generic_audience | 405 | 34,267 | £871.58 | £2.15 | 33 |
| 7. | student_audience_b2c | 208 | 753,034 | £1,361.04 | £6.54 | 0 |
| 8. | linen_hire_rmkt | 9 | 945 | £29.32 | £3.26 | 0 |
| 9. | commercial_laundry_rmkt | 7 | 304 | £12.77 | £1.82 | 0 |
| | **Grand total** | **9,082** | **1,790,395** | **£22,250.58** | **£2.45** | **475** |

**January 2024 to January 2025**

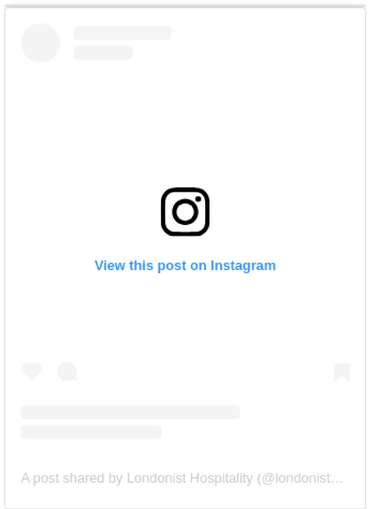
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# LEADS CATEGORY (META)




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# MARKETING ACTIVITIES



















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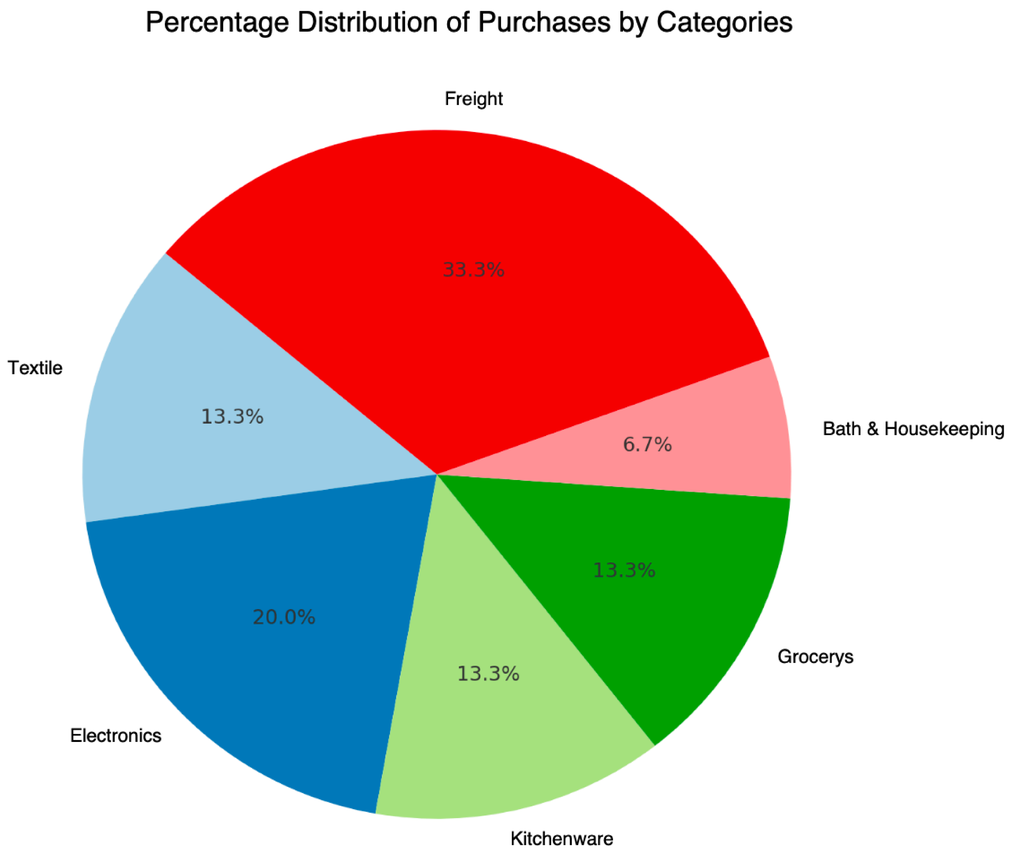
# CHALLENGES FACED




- INDUSTRY KNOW-HOW
- STOCK MANAGEMENT
- STAFFING
- LOGISTICAL CONCERN

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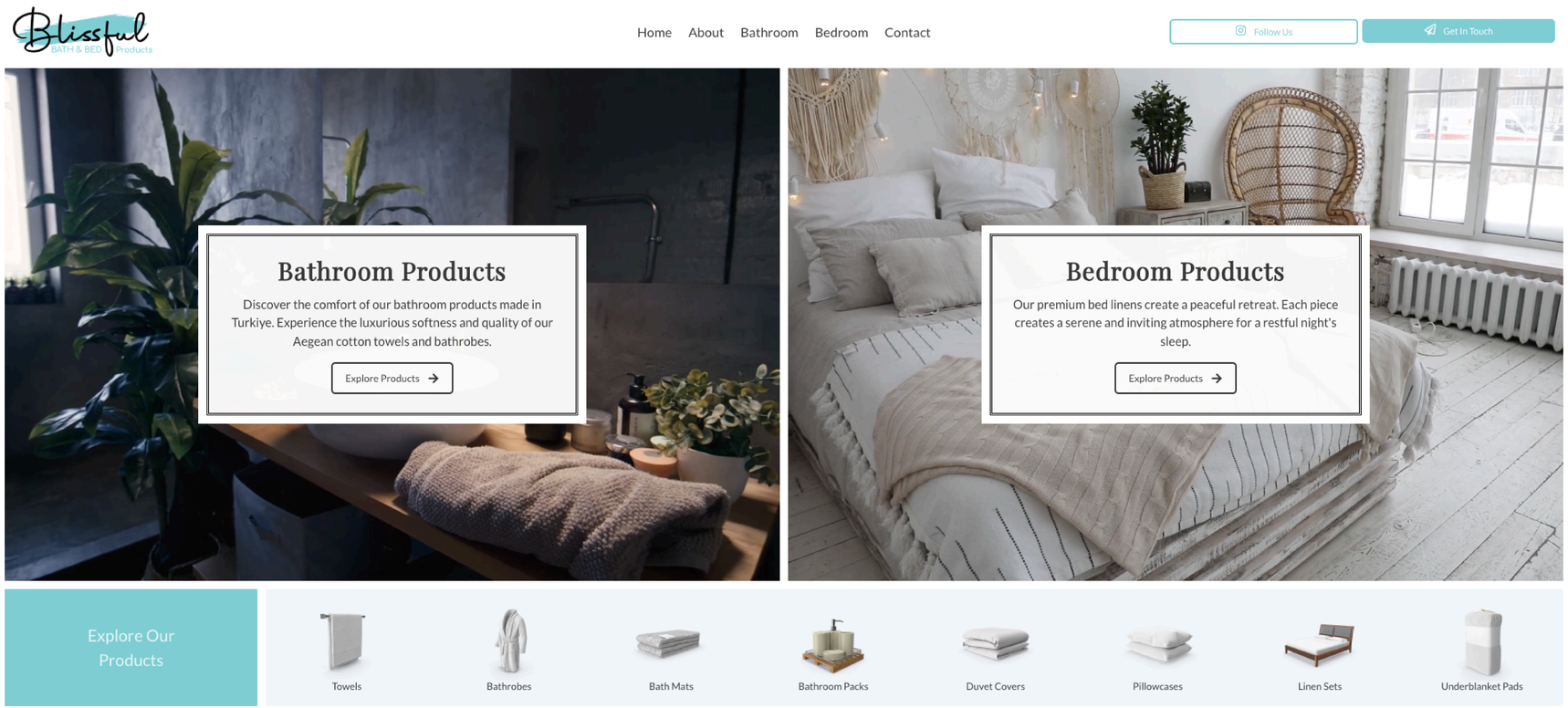
# SUPPLY CHAIN




- Total Purchase 16
- Total Category 6
  - Textile 3
  - Kichenware 2
  - Electronics 3
  - Bath & Housekeeping 1
  - Grocerys 2
  - Freight 5

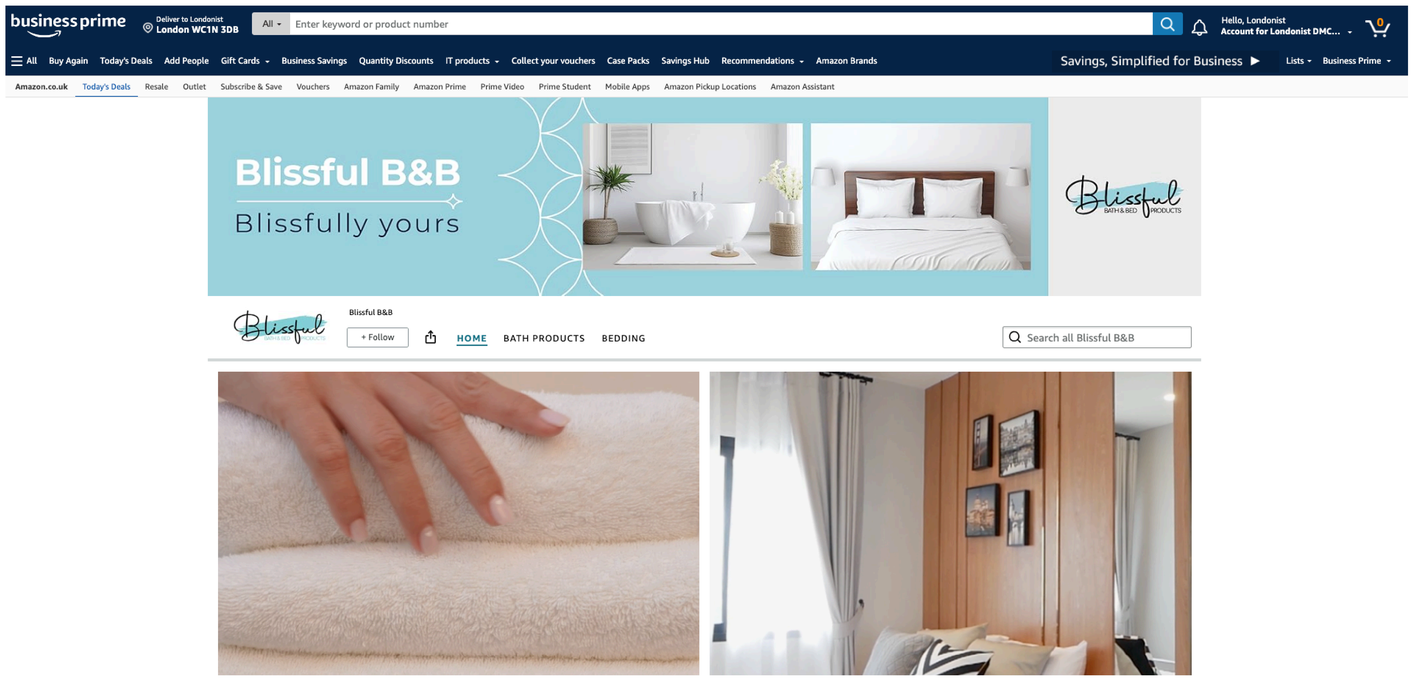
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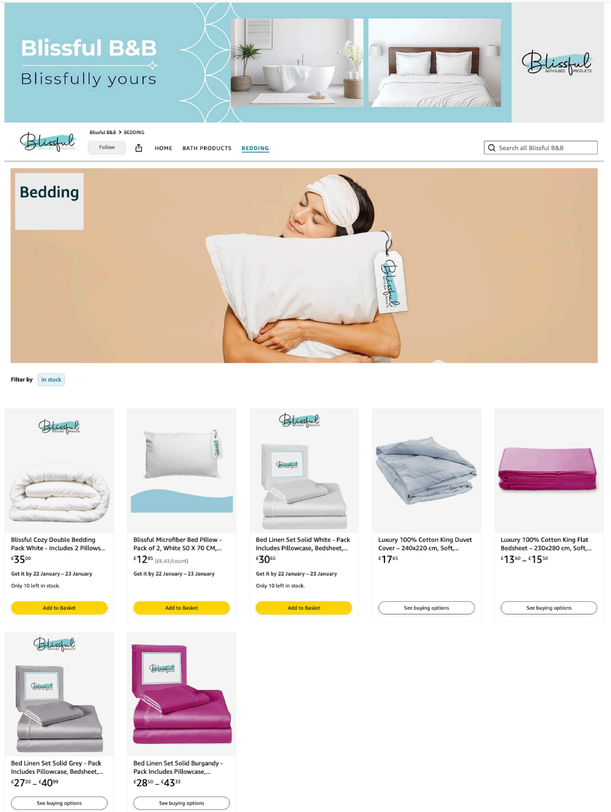
# BLISSFUL




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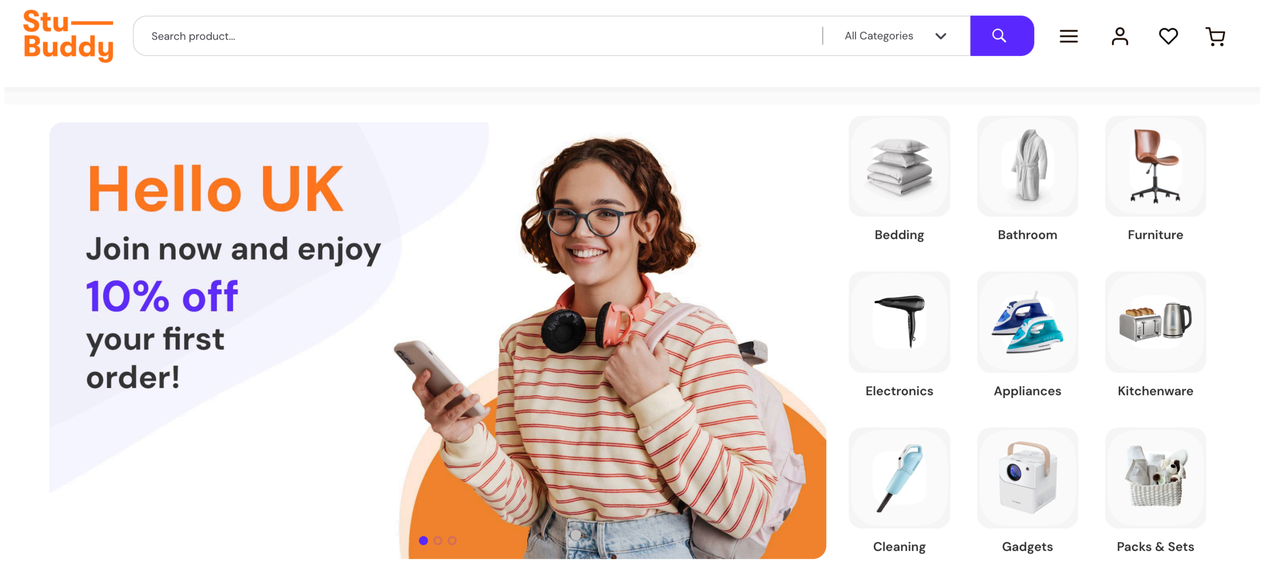
# BLISSFUL

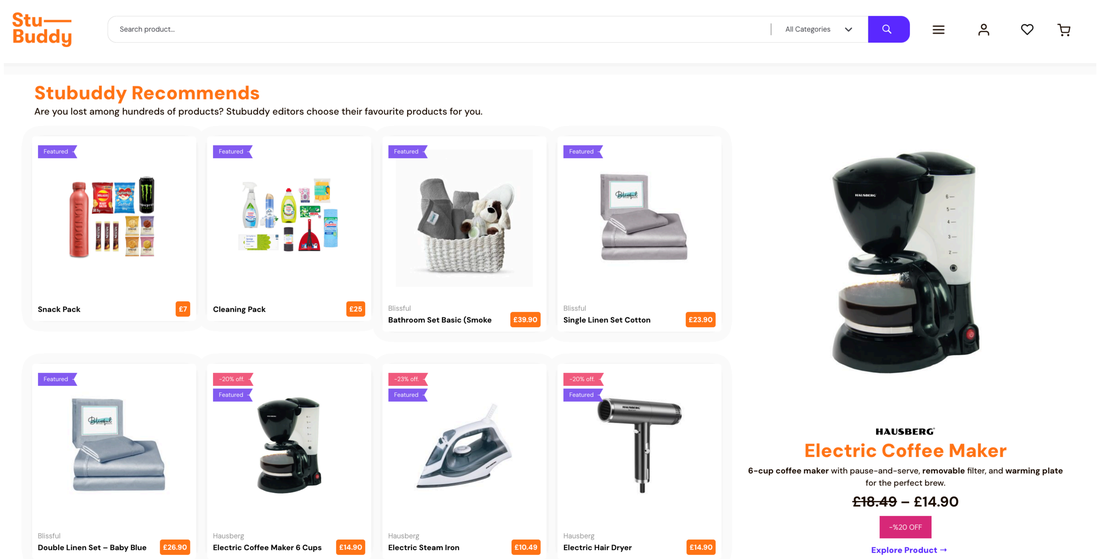



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# STUBUDDY




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# BRANDS & AFFILIATES

## Brands

Check out the products of the brands we have carefully selected for you from various countries of the world.




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## Meet StuBuddy!

# Responsibly curated goods for students.




**StuBuddy is your one-stop solution for all the essentials you need to settle into your new home. With student-friendly prices and thoughtfully curated products, we make creating a comfortable space simple and stress-free.**

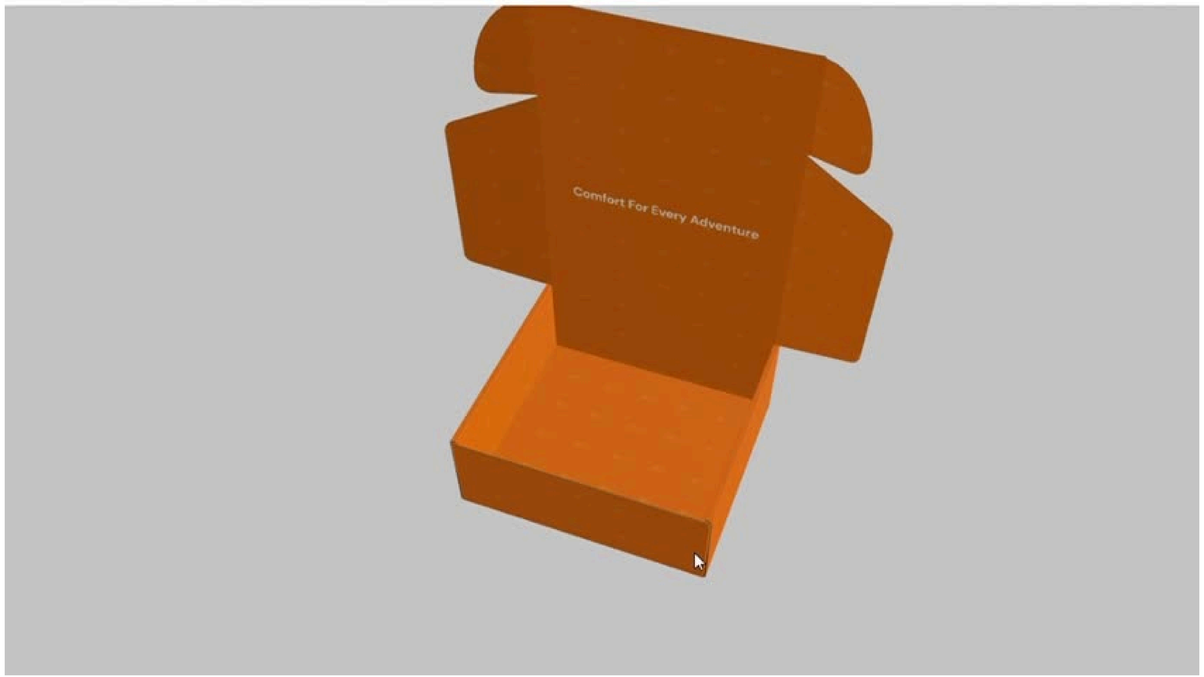






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# GOALS 2025

- INCREASE THE CLIENT PORTFOLIO AND REVENUE
- CREATE BRAND RECOGNITION FOR LONDONIST HOSPITALITY
- RESOLVE AND UNDERSTAND WORKFORCE NEEDS
- MANAGE STOCK TURNAROUND EFFICIENTLY
- MEASURE PRODUCTIVITY FOR LAUNDRY
- INCREASE PRESENCE FOR ONLINE MARKET PLACES STUBUDDY AND BLISSFUL

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# THANK YOU!

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