londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

23/12/2024 – 29/12/2024

This report represents the data for 3 working days from last week and two days 25th – 26th December 2024 are excluded as holidays.

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£26,966.40

TOTAL INVOICES

3

NEW LEADS

18

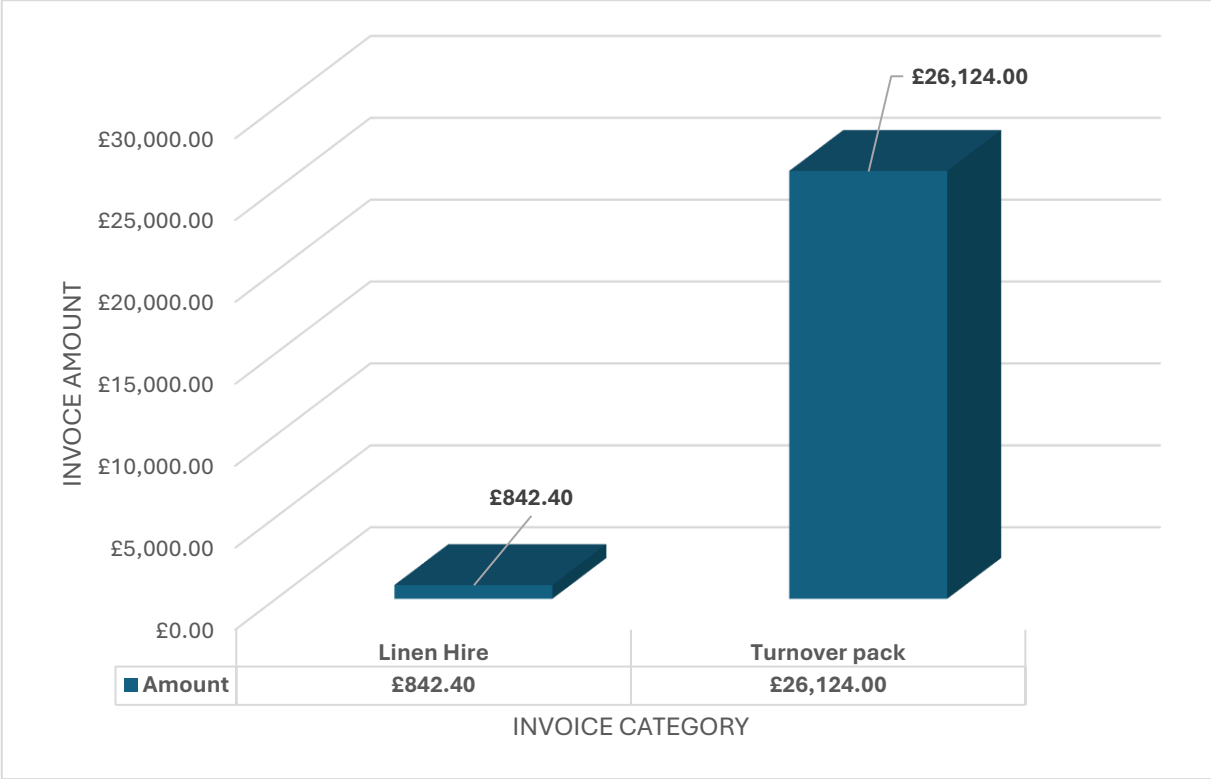
QUOTES SENT

10

CONVERSIONS

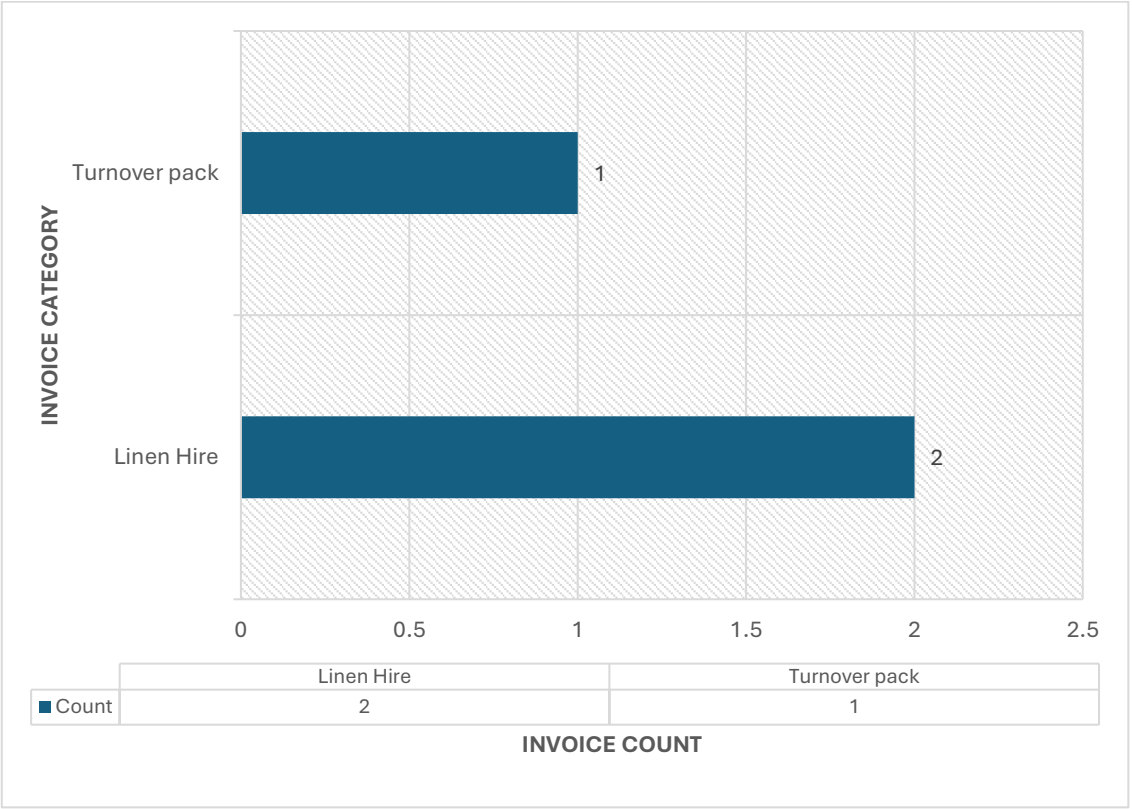
3

DETAILED GLANCE OF SALES (23/12/2024 – 29/12/2024)

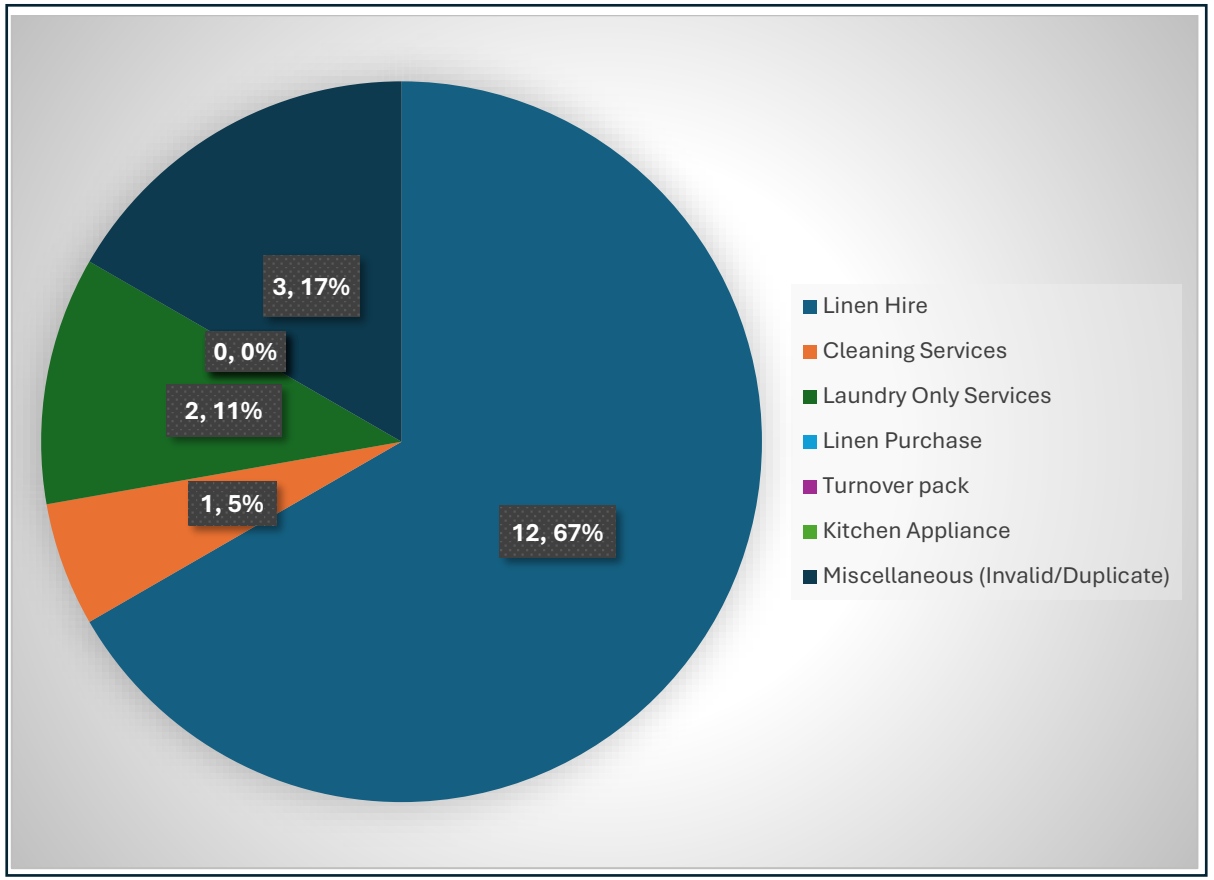


TOTAL AMOUNT - **£26,966.4**

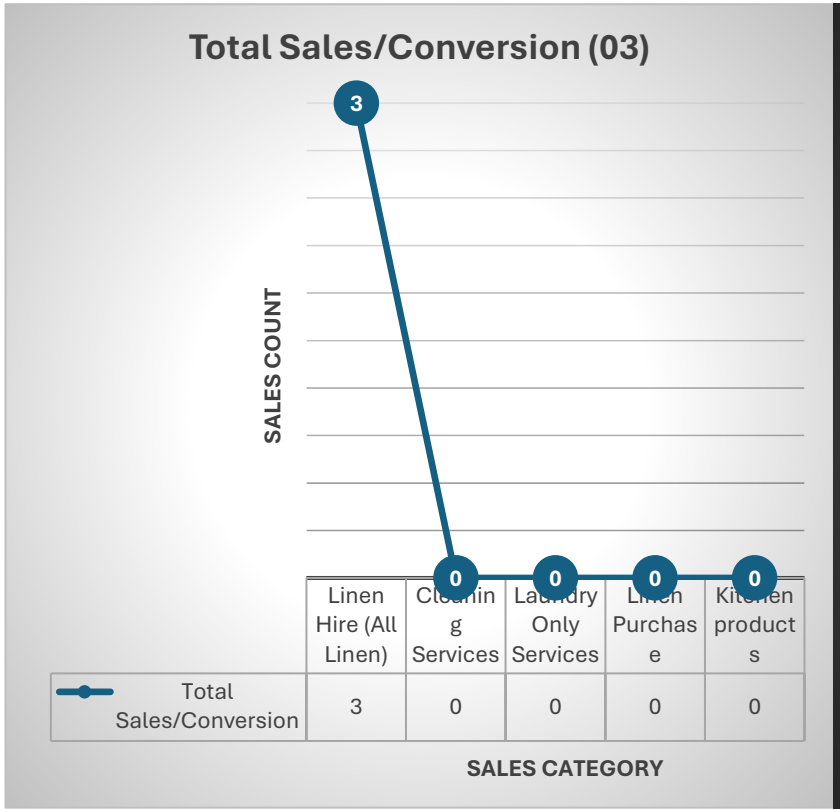
INVOICE DETAILED STATISTICS (03)

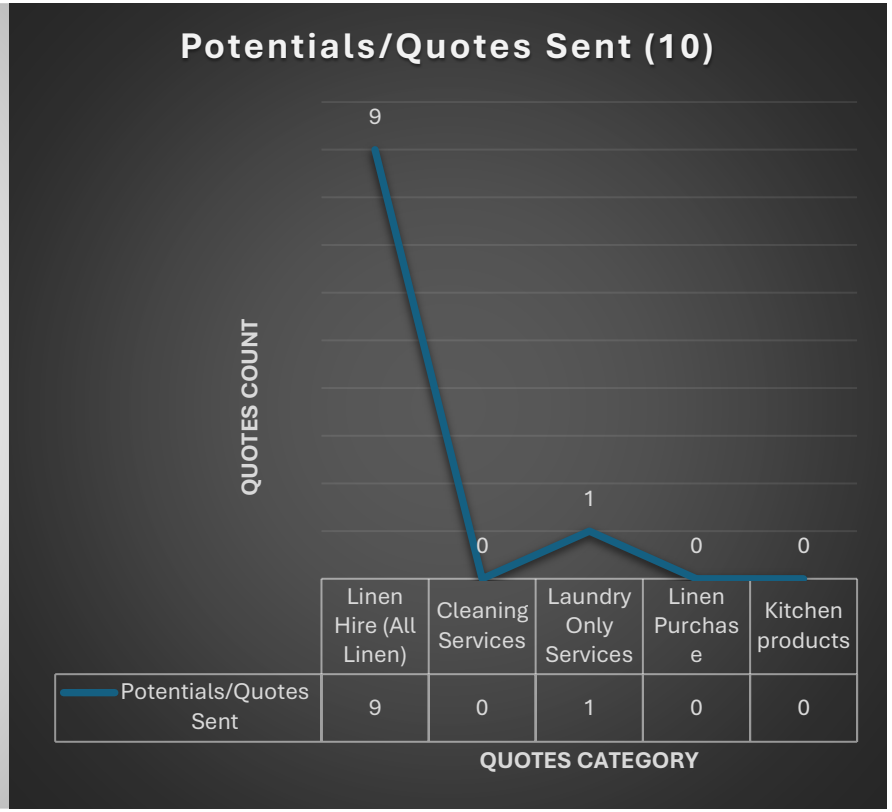


LEADS RECEIVED DURING THE WEEK (18)



SALES TEAM ACTION

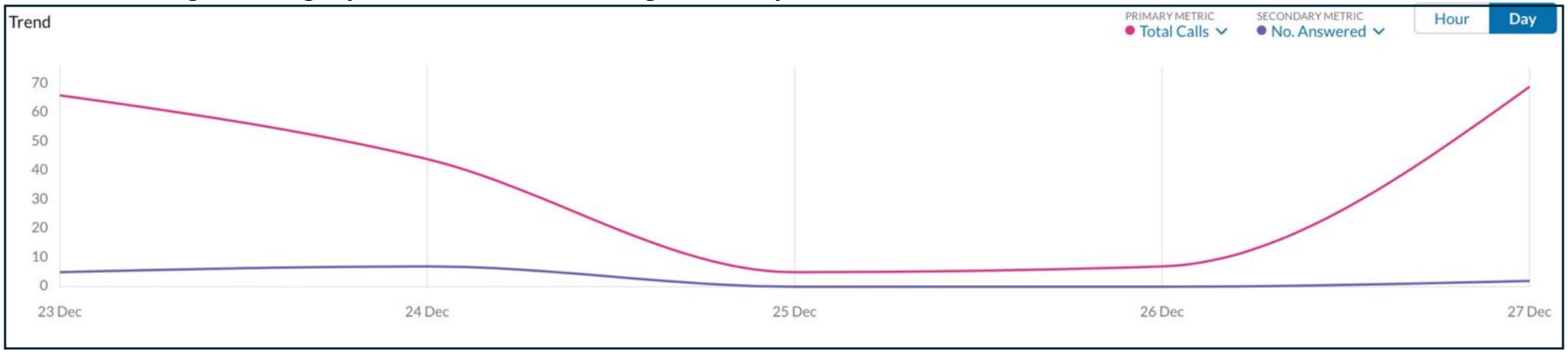




SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek

Total Calls during 3 working days of the week**: 162** Average calls a day**: 14-18**



User Data

Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	92	18.40	9	83	44.4%	00:41
Hospitality Office	704	70	14.00	14	56	78.6%	01:58

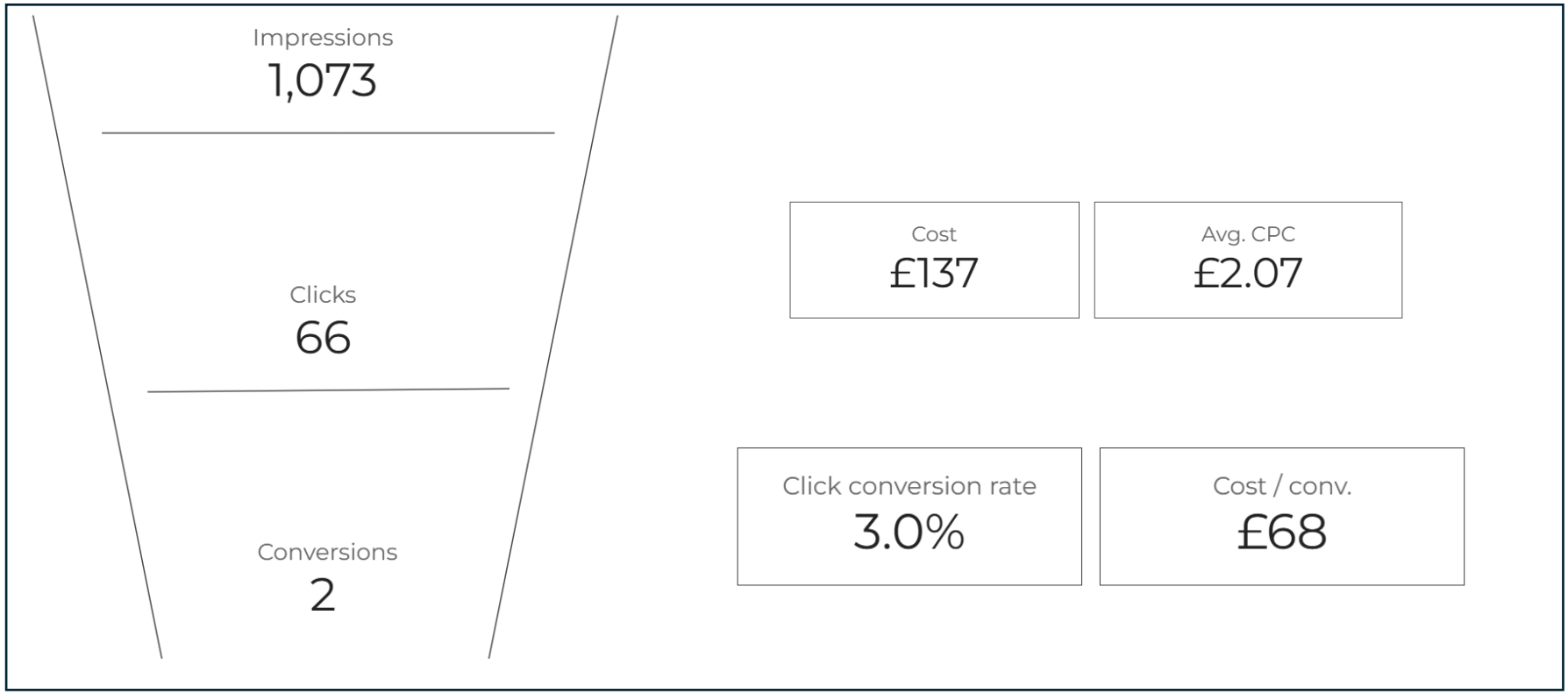
Note: Hospitality Office data above belongs to Calvin.

ORDERS DELIVERED DURING THE WEEK

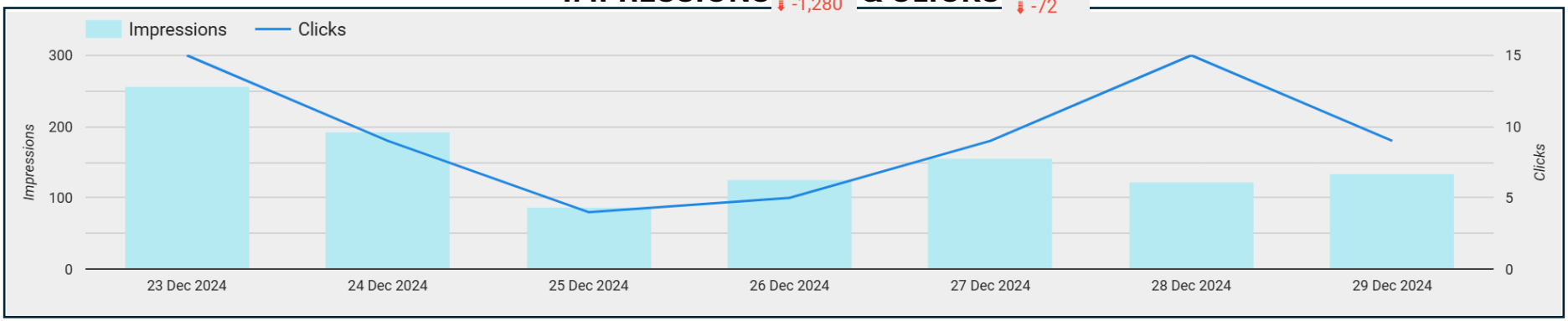
(No orders were delivered during Christmas period last week. However, the orders are collected for deliveries to be resumed from 3rd January 2025)

MARKETING PAID AD PERFORMANCE FOR THE WEEK (16/12/24 – 22/12/24)

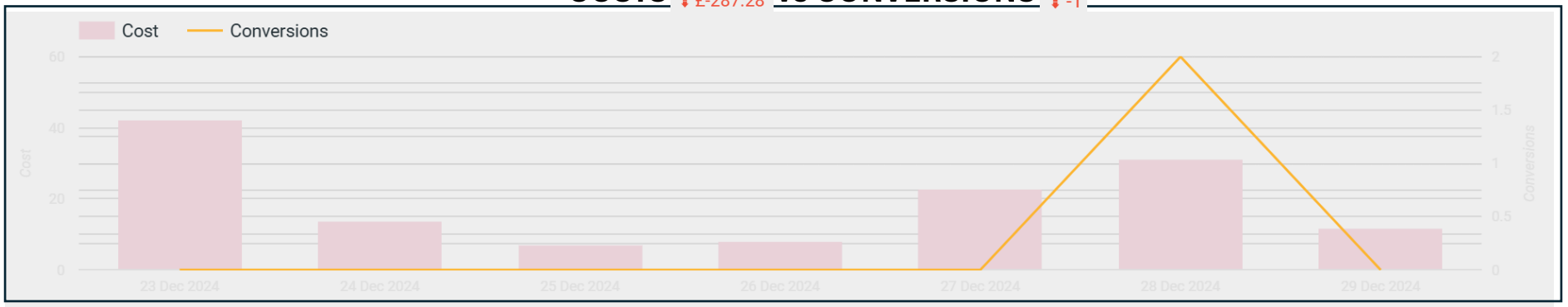
Google Ads
PERFORMANCE METRICS



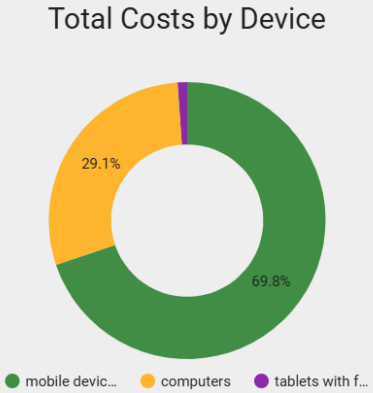
IMPRESSIONS 1.1K -1,280 & CLICKS 66.0 -72

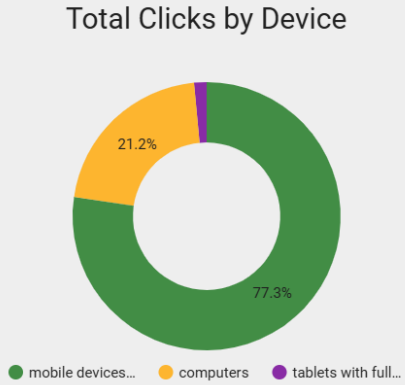


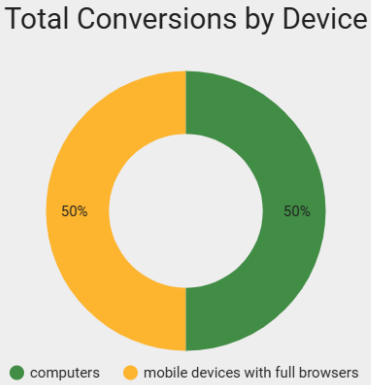
COSTS £137 £-287.28 vs CONVERSIONS 2 -1



USER DEVICE PERFORMANCE







	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£96	837	51	6.09%	£1.87	1	£95.53	1.96%
2.	computers	£40	225	14	6.22%	£2.85	1	£39.83	7.14%
3.	tablets with full browsers	£2	11	1	9.09%	£1.53	0	£0	0%
	Grand total	**£137**	**1,073**	**66**	**6.15%**	**£2.07**	**2**	**£68.44**	**3.03%**

CAMPAIGN PERFORMANCE

Campaign	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£100.8	539	46	8.53%	£2.19	1	£100.8	2.17%
Cleaning Services	£28.85	490	16	3.27%	£1.8	1	£28.85	6.25%
Laundry Services	£7.24	44	4	9.09%	£1.81	0	£0	0%

Campaign	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£101	539	46	8.53%	£2.19	1	£100.8	2.17%
Cleaning Services	£29	490	16	3.27%	£1.8	1	£28.85	6.25%
Laundry Services	£7	44	4	9.09%	£1.81	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Services	£0	0	0	0%	£0	0	£0	0%
Grand total	**£137**	**1,073**	**66**	**6.15%**	**£2.07**	**2**	**£68.44**	**3.03%**

Meta Ads (PERFORMANCE)

Acquisition

Impressions	Reach	CPM
38.42K	16.69K	£21.69

Engagement

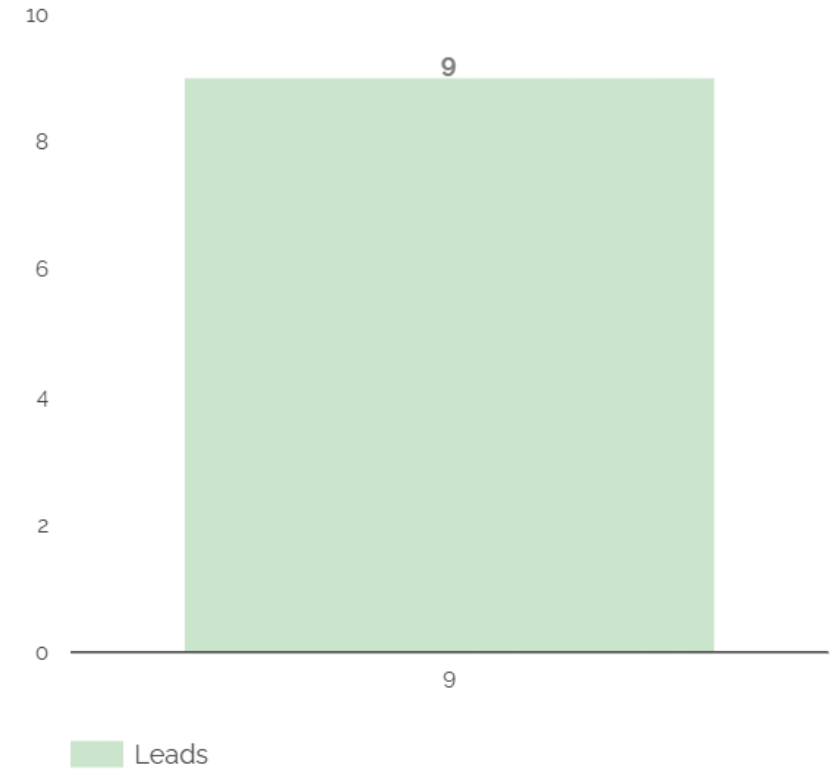
Clicks	CTR	CPC
206	0.54%	£4.05

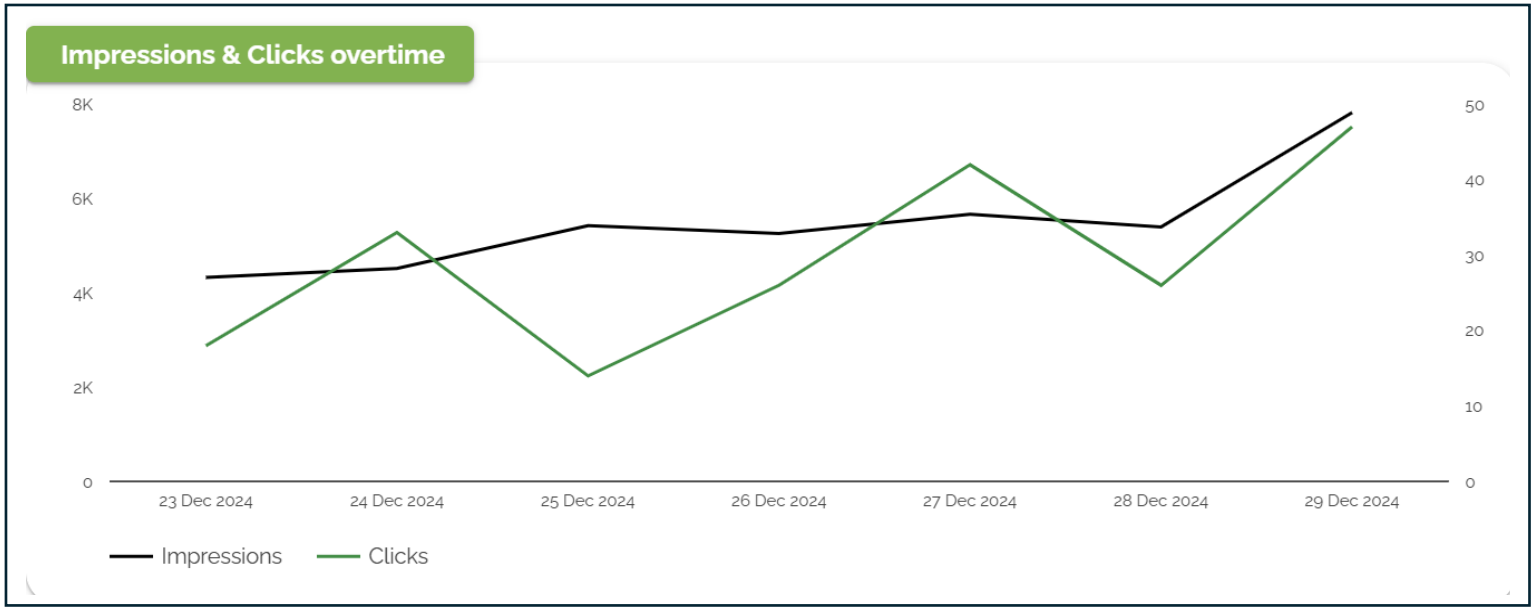
Leads

Leads	Cost Per Lead
9	£92.61

Spend
£833.50

Leads Overtime





CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	169	32,225	£695.35	£4.11	8
2.	commercial_laundry_hospitality	37	6,194	£138.15	£3.73	1

WEEKS HIGHLIGHT (23/12/2024 – 29/12/2024)

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Pam Nash, Tottenham Abode –** Contract signed last week.
   Estimated Invoice amount: **£145 approx. per week**, Services: **Linen Hire**

2. **Andreea Seremet, Voyage Stay –** Contract signed on 24/12/2024.
   Estimated Invoice amount: **£113 per week**, Services: **Linen Hire**

3. **Bass –** Pending to sign the contract. Expecting to start in January 2025 but requesting for samples of 100% cotton with Satin this time.
   Estimated Invoice amount: **£208 per week**, Services: **Linen Hire**

4. **City Sparrow Apartment –** Signed the contract last week on 27/12/2024.
   Estimated Invoice amount: **£337.80 per week**, Services: **Linen Hire**

5. **Mudi, Airbnb –** Awaiting client information to draft the contract.
   Estimated Invoice amount: **£62 per order**, Services: **Linen Hire**

<u>Important Takeaways</u>

1. **Malindi Bryce – Linen Hire**

FEEDBACK:

- Currently using Egyptian cotton fabric and strict with the quality of linen.
- Runs a small Airbnb with 5 rooms.
- Warehouse visit is scheduled for January 2025 when she will be back to UK.

2. **Roo (Verv Rooms) – Linen Hire**

FEEDBACK :

- Listing platform with multiple locations who are looking for a new supplier for their expanded portfolio. Their need is committed service provider throughout their constant growth in listings.
- Slightly out on price and discussing logistics about delivering to locations on the third floor.
- Couldn't chase them last week.

3. **Iqbal Hussain, Balham – Linen Hire**

   FEEDBACK:

   - Two locations in London – Sutton, South London.
   - 50 Beds in Total. All double size
   - Estimated Invoice Amount: £408 per week

4. **Alexys – Linen Hire**

   Lives in Leytonstone, East London. Looking for Tablecloth for her wedding.

   FEEDBACK:

   - Looking for Burgundy colour and wants prices for 120 napkins, quote sent 27/12
   - Wedding will be held Woldingham Golf Club in Surrey. Client will collect the linen from Warehouse.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **2**

Cost per Conversion to CRM - **£68.44** *(Decreased by £72.56 from last week)*

Meta Ads Cost per Conversion:

Total Leads Received – **9**

Cost per Conversion to CRM - **£92.61** *(Increased by £15.61 from last week)*

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£29**
   Leads generated – **1**
2. Hire Ads spent - **£101**
   Leads generated - **1**
3. Laundry Ads spent - **£7**
   Leads generated - **0**

Meta Ads –

1. Linen Hire Ads spent - **£695.35**
   Leads generated – **8**
2. Commercial Laundry Ads spent - **£138.15**
   Leads generated – **1**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	3	9
Cleaning Services	0	0
Laundry Only Services	0	1
Linen Purchase	0	0
Kitchen products	0	0
GRAND TOTAL	**3**	**10**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	2	£842.40
Turnover pack	1	£26,124.00
Total	**3**	**26966.4**

ORDERS DELIVERED

(No orders were delivered last week during Christmas period)

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	12
Cleaning Services	1
Laundry Only Services	2
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	3
GRAND TOTAL	**18**

NOTE: No delivery/collection scheduled until 2nd January 2025 during Christmas and New Year period

TENTATIVE SCHEDULE FOR NEXT WEEK (03/01/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Steve Cogan	Airbnb	5 Super King Sets - x4 PC, x1 BS, x1 DC 22 King Size Sets - x4 PC, x1 BS, x1 DC 10 Single Sets - x2 PC, x1 BS, x1 DC (37 Towels sets to be collected by client 30 Dec at Warehouse)	26 Arminger Road, W12 7BB	Delivery & Collection both	02/01/2025 + 03/01/2025	AM SLOT 9am - 12pm	7939 200486
Ilham, Nawasa Properties ltd	Airbnb	**4 double bed set with pillow cases x 4 pillow cases** **2 single set with pillow case x2 pillow cases** **2 x king size set with pillow cases x 4 pillow cases**	Flat 4 steel back house, 102 Renwick Road barking, IG11 0PE	Delivery & Collection	03/01/2025	AM SLOT 9am - 12pm	447908962805
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	03/01/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149

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 both	03/01/2025	PM SLOT - 12pm-5pm	7367707044
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	NA	05/01/2025	AM SLOT 9am - 12pm	7470 255 034
Nima HP	Key Bridge LTD	**Collection Only**	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	Collection	06/01/2025	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	06/01/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Johnny Romana	Airbnb	**5 Double Linen Sets - (x4 PC, x1 BS, x1 DC)** **5 Single Linen Sets - (x2 PC, x1 BS, x1 DC)** **15 BT + 15 HT** **5 Bath mats**	29 Ridge Hill, London, NW11 8PR	Delivery & Collection	06/01/2025	AM SLOT 9am - 12pm	079689 28874
Ilham, Nawasa Properties ltd	Airbnb	**4 double bed set with pillow cases x 4 pillow cases** **2 single set with pillow case x2 pillow cases** **2 x king size set with pillow cases x 4 pillow cases**	Flat 4 steel back house, 102 Renwick Road barking, IG11 0PE	Delivery & Collection	03/01/2025	AM SLOT 9am - 12pm	447908962805
Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x50 Double llnen Sets -** (x2 PC, 1DC, 1FS (Fitted Sheet)), 2HT, 2BT	38 Wansey Street, SE17 1JP, London	Delivery	09.01.2025	PM SLOT 12pm - 5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)

Blagovesta Kyuchukova	Building Clean London LTD	**Quantities to be confirmed**	57-59 Philbeach Gardens,SW5 9EE	DELIVERY & Collection	09.01.2025	PM SLOT 12pm - 5pm	7562448464
Yulia Bliss	YBB Rent	**5 Kings Size Linen sets - x4 PC, x1 BS, x1 DC** **2 Single size Linen Sets - x2 PC, x1 BS, x1 DC** **+** **Bath Towels - 14** **Hand Towels - 14** **Face Towels - 35**	Flat 149a, Albert Palace Mansions Lurline Gardens, SW11 4DJ	Delivery & Collection	10.01.2025	AM SLOT 9am - 11am	7540808554

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	10.01.2025	PM SLOT 12pm - 5pm	7367707044
Pam Nash	Tottenham Abode	**5 Double Linen Sets - (x2 PC, x1 BS, x1 DC)** **5 Single Linen Sets - (x1 PC, x1 BS, x1 DC)** **12 BT + 12 HT** *May change subject to confirmation*	18 Dunloe Avenue, London, N17 6LA	Delivery	10.01.2025	PM SLOT 12pm - 5pm	7399 153 138
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	10.01.2025	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	12.01.2025	AM SLOT 9am - 12pm	7470 255 034