londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

10/03/2025 – 16/03/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£12,517.61

TOTAL INVOICES

26

NEW LEADS

12

QUOTES SENT

8

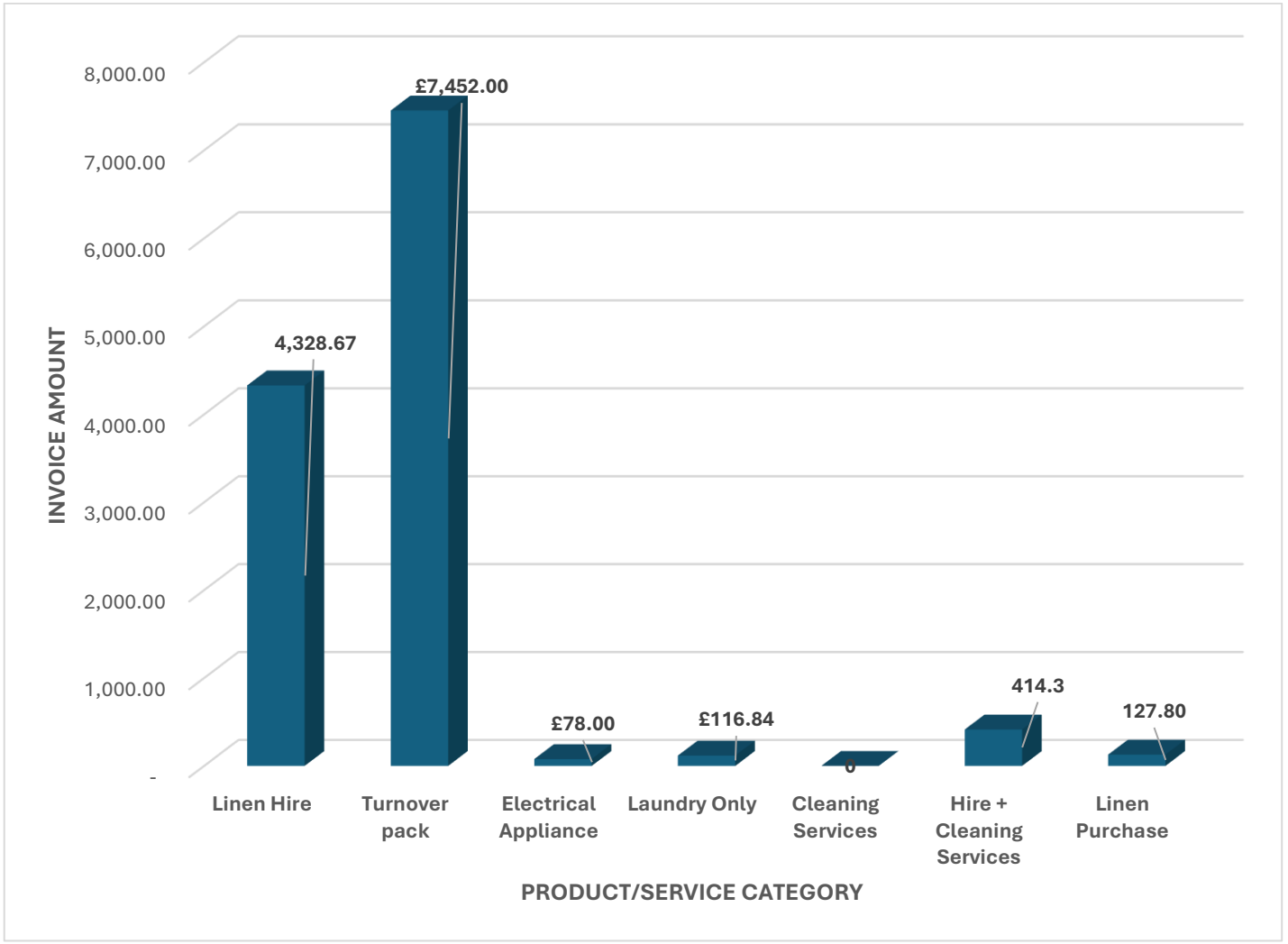
CONVERSIONS

2

ORDERS DELIVERED

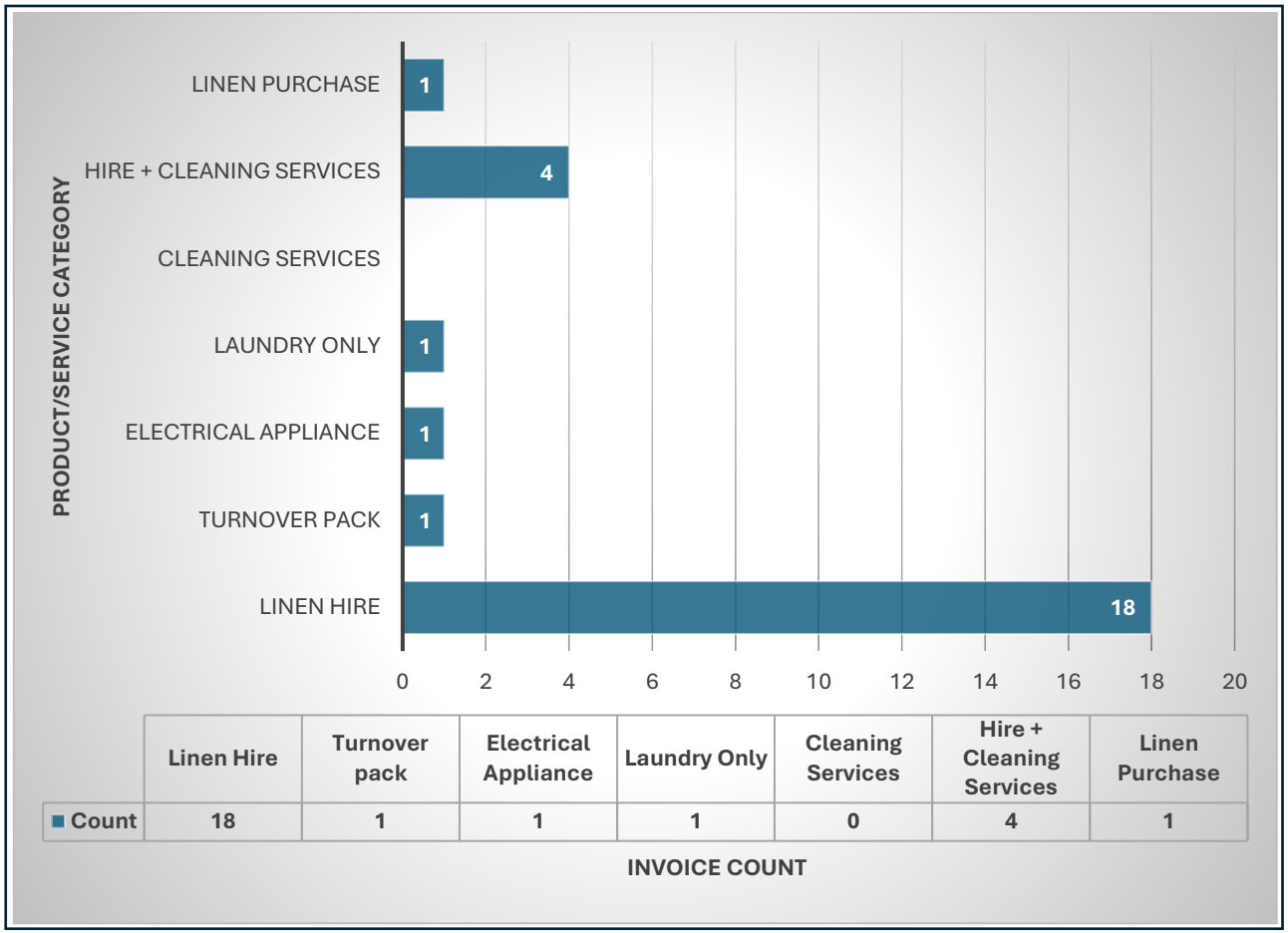
24

DETAILED GLANCE OF SALES – INVOICE AMOUNT



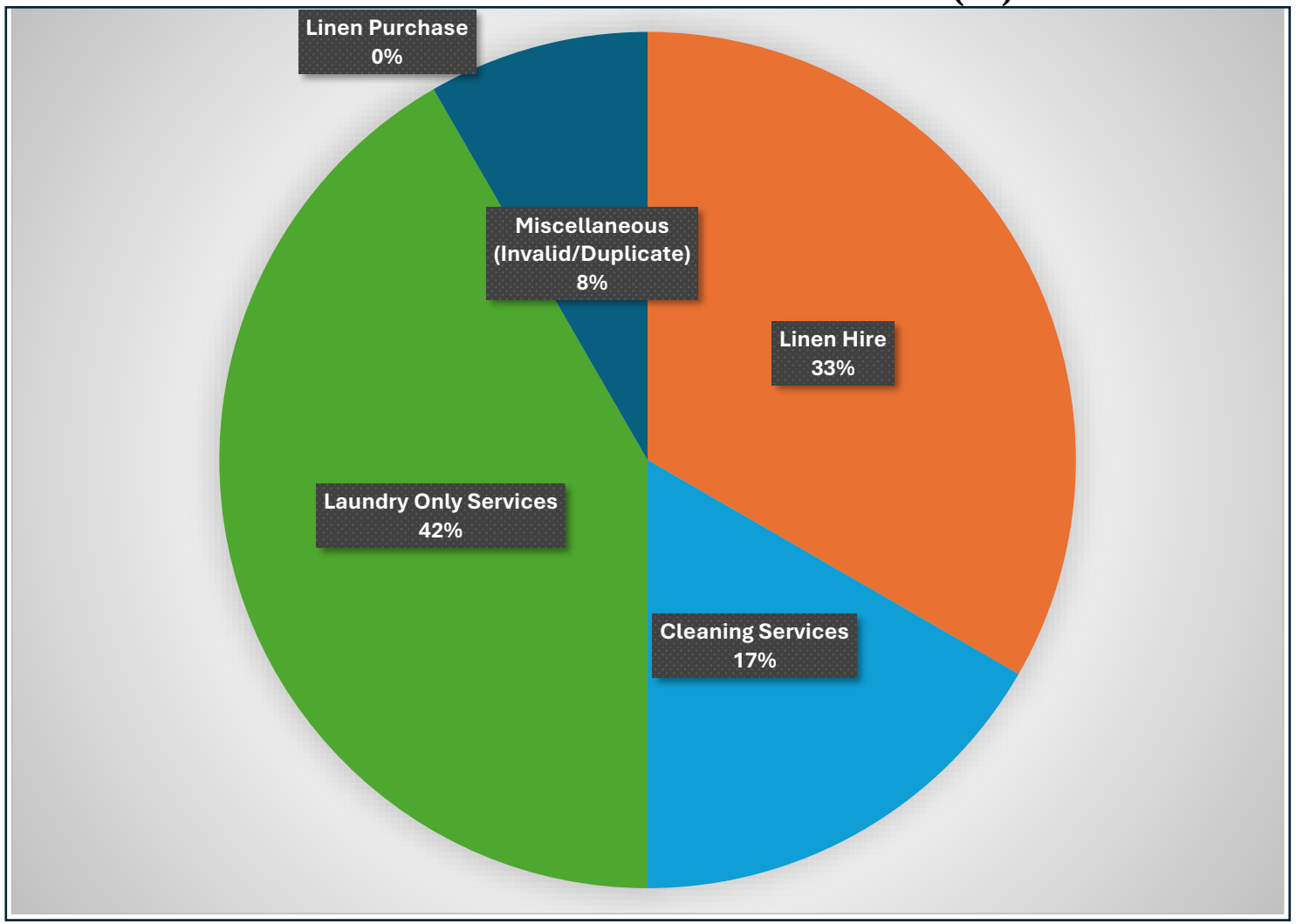
TOTAL AMOUNT £12,517.61

DETAILED STATISTICS – INVOICE COUNT (26)

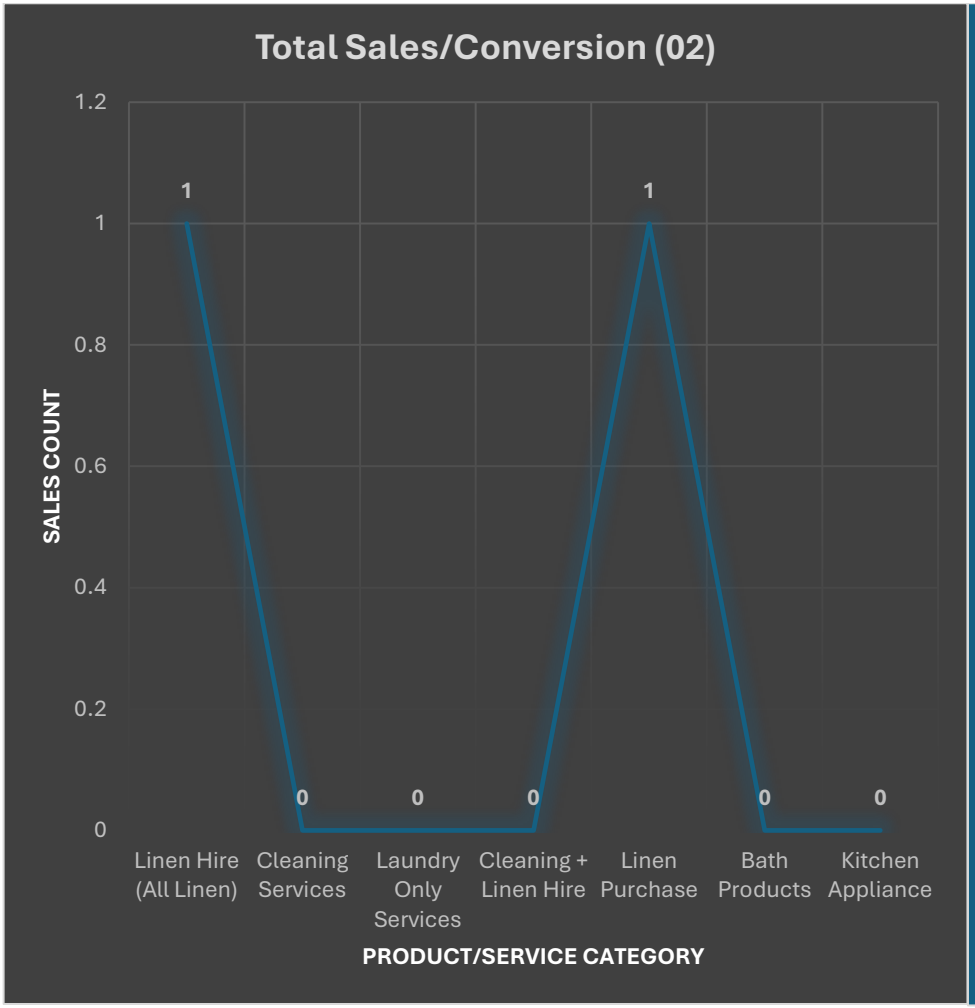


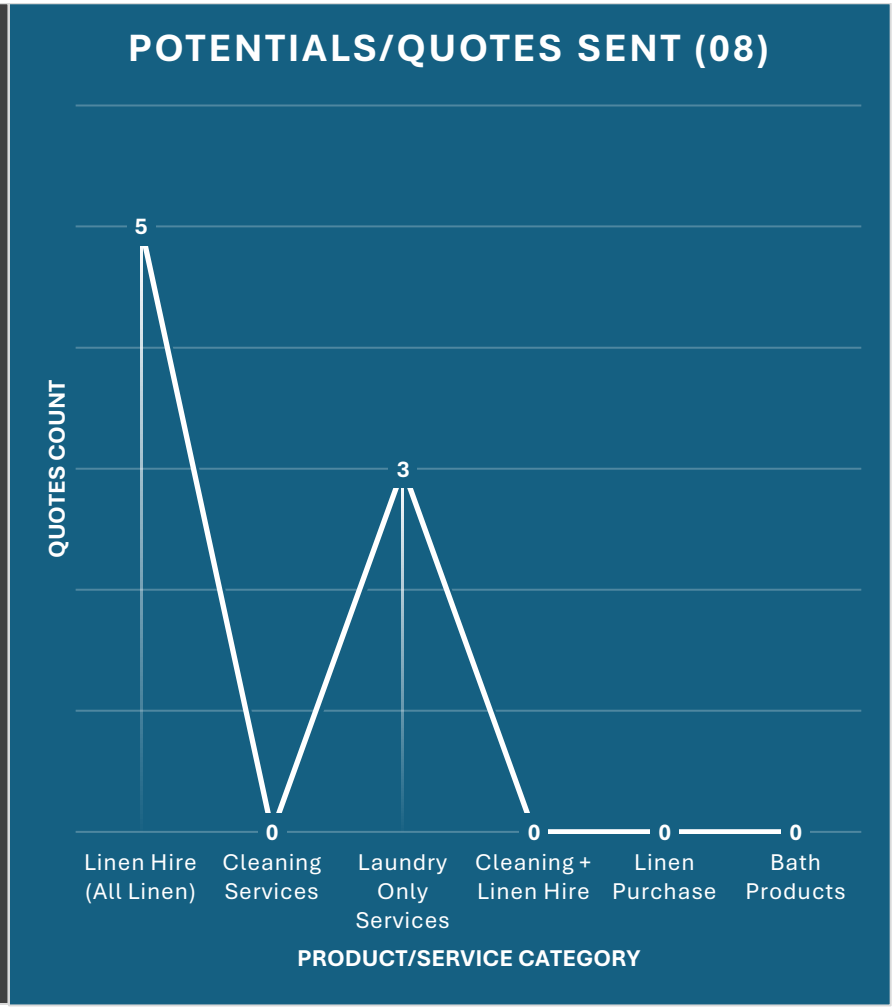
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services	Linen Purchase
Count	18	1	1	1	0	4	1

LEADS RECEIVED DURING THE WEEK (12)

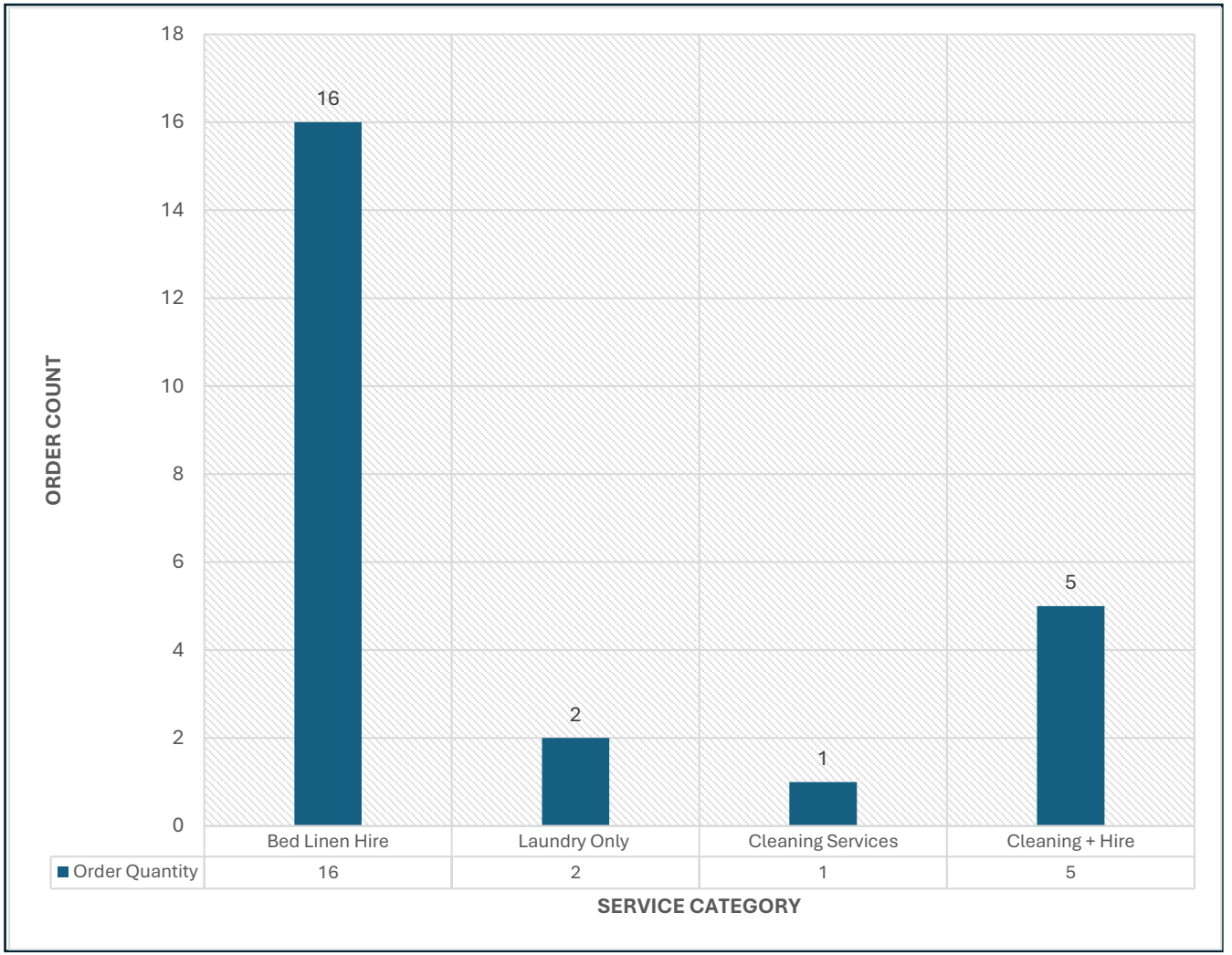


SALES TEAM ACTION





ORDERS DELIVERED DURING THE WEEK (24)



NOTE: Number of clients placed the order **- 16**

SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek

Total Calls during 5 working days of the week**: 166** Average calls: Calvin – **26.2** Abhishek – **11.6**



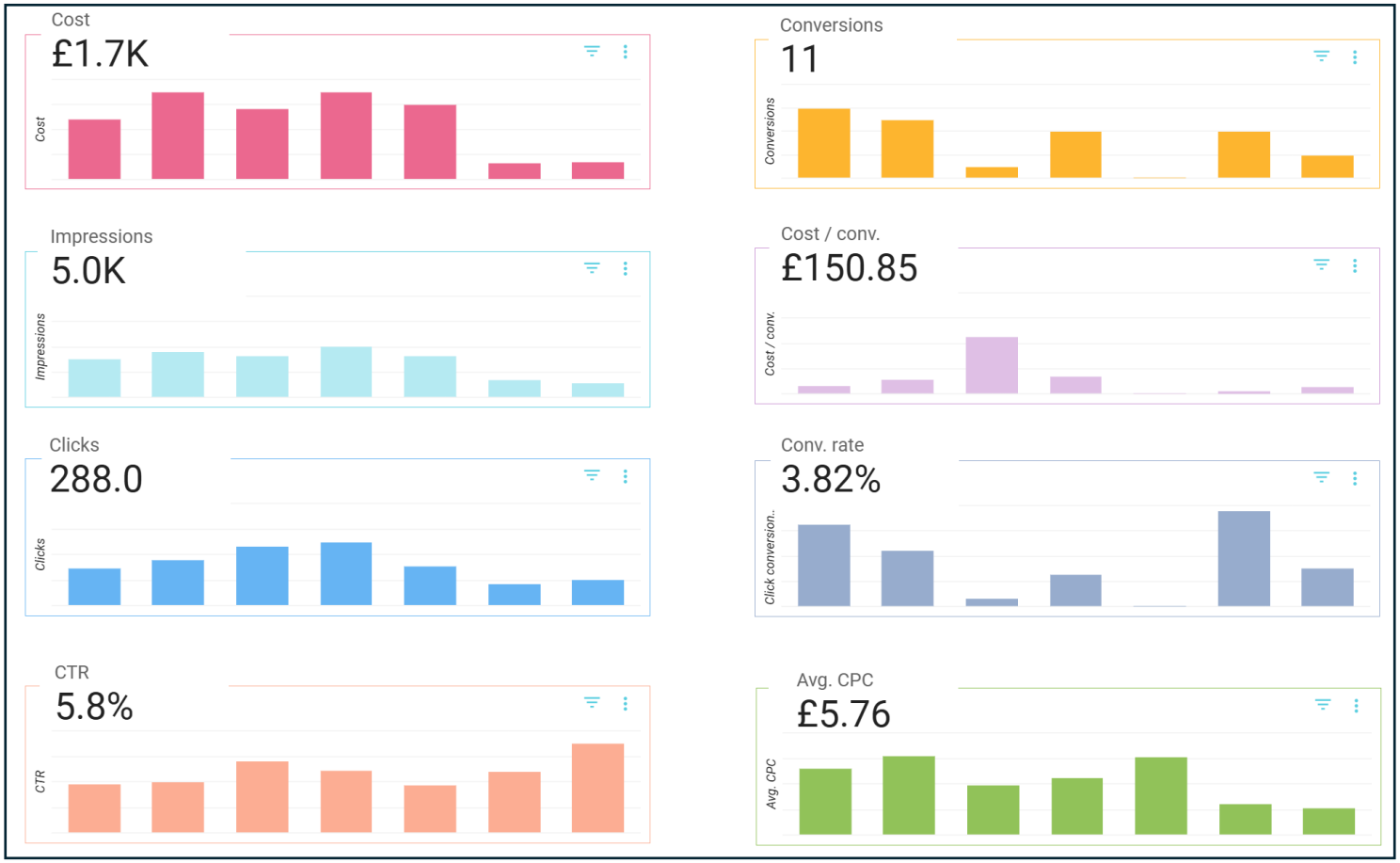
Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	35	7.00	2	33	50.0%	00:43
Hospitality Office	704	131	26.20	41	90	53.7%	01:45

Note: Hospitality Office data above belongs to Calvin.

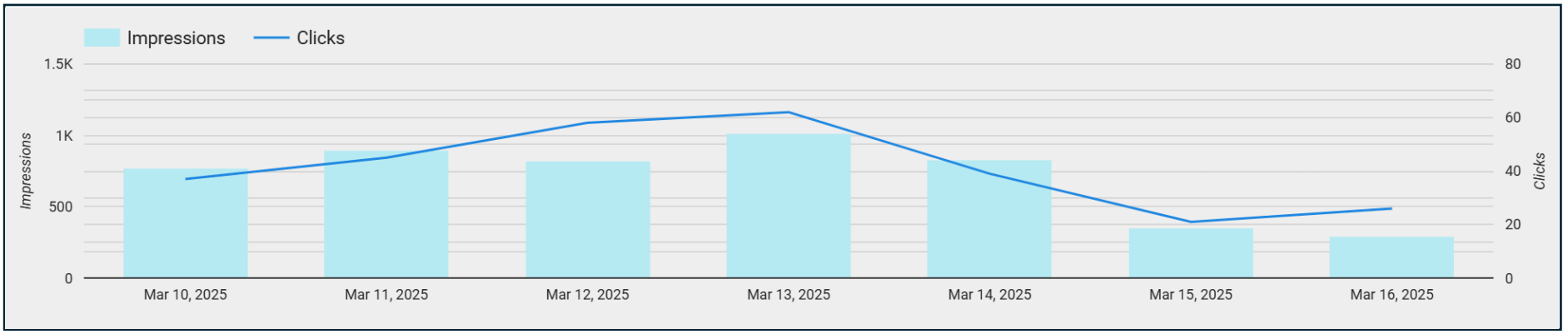
Average calls by Calvin is calculated based on 5 working days and for Abhishek, it is calculated based on 3 working days for the last week.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

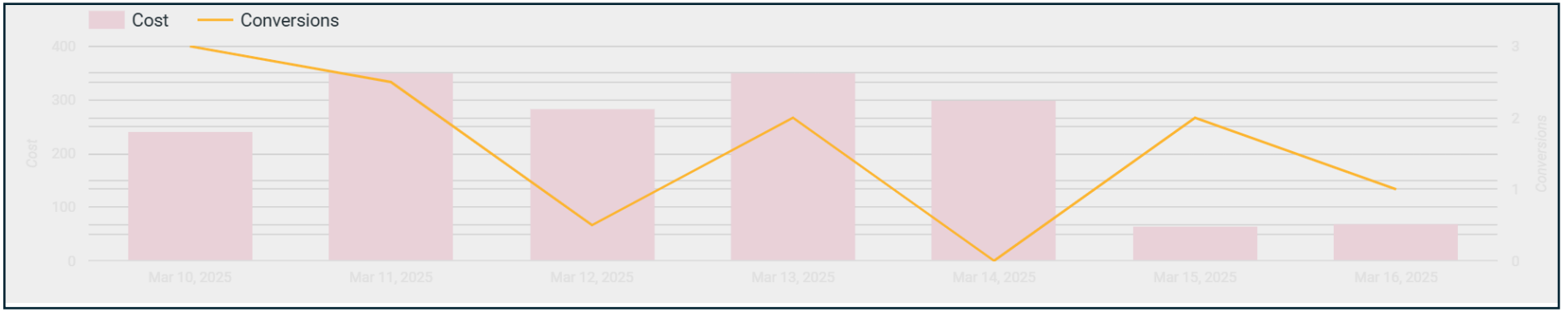
Google Ads
PERFORMANCE METRICS



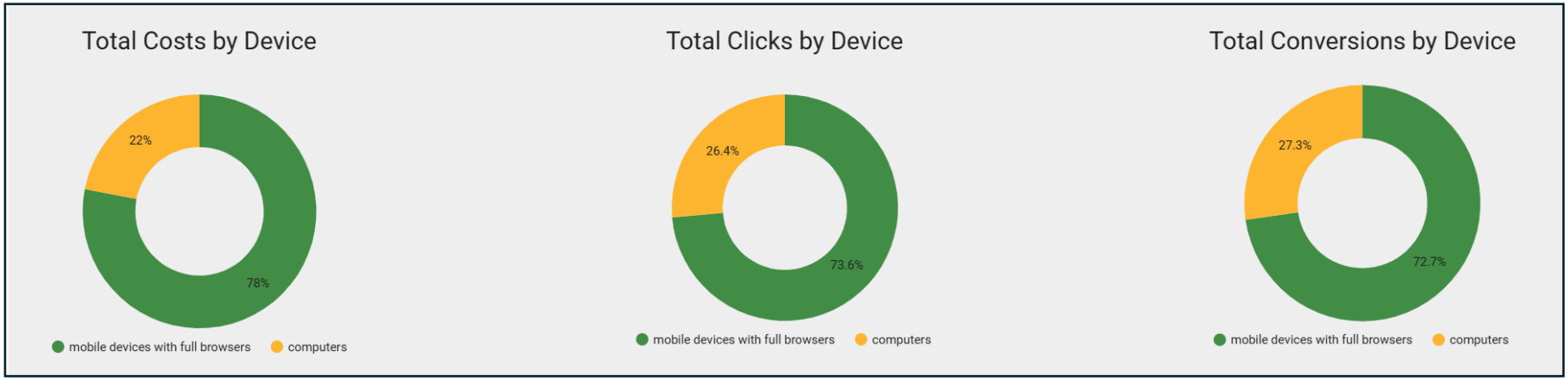
IMPRESSIONS 5.0K ↑ 755 & CLICKS 288.0 ↑ 69



CONVERSIONS 11 ↑ 4 vs COSTS £2K ↑ £506.17



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£1,295	3,790	212	5.59%	£6.11	8	£161.87	3.77%
2.	computers	£364	1,163	76	6.53%	£4.79	3	£121.46	3.95%
3.	tablets with full browsers	£0	21	0	0%	£0	0	£0	0%
	Grand total	**£1,659**	**4,974**	**288**	**5.79%**	**£5.76**	**11**	**£150.85**	**3.82%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£1,126	3,012	149	4.95%	£7.56	8	£140.8	5.37%
Hire Services	£441	1,631	113	6.93%	£3.9	3	£146.85	2.65%
Cleaning Services	£73	208	19	9.13%	£3.83	0	£0	0%
Hire Services_UK	£20	123	7	5.69%	£2.79	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£1,659**	**4,974**	**288**	**5.79%**	**£5.76**	**11**	**£150.85**	**3.82%**

WEEKS HIGHLIGHT (10/03/2025 – 16/03/2025)

SALES

Promising Leads & Contracts Signed

1. **Klaas-Harm de Boer, Klass Harm – Signed the contract**
   Estimated Quote amount - **£50 per month**
   Service requested – Linen Hire Service
   Business - Accommodation
   Location - 19B King Edwards Road, E9 7SF, London
2. **Olivia Killoughery , Caius Capital LLP – Signed the contract**
   Service Requested - Linen Hire
   Estimated quote amount - **£35.40 per week**
   Business - Accommodation
   Location - Caius Capital LLP, 2 Park Street, London, W1K 2HX
3. **Tamzin, Sāmya Studios – Promising Lead**
   Service Requested - Laundry Only Services
   Business - Yoga Studio
   Location - London
   Awaiting detailed information to share the quote.
   Approx. 6-16kg on a weekly basis.
4. **Nicolas Corrado, Xolmis / Relocation Point – Promising Lead**
   Service Requested - Linen Hire
   Estimated quote amount - **£84.86 per week**
   Business - Accommodation
   Location - London

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **11**

Cost per Conversion to CRM - **£150.85**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£73**
   Leads generated – **0**
2. Hire Ads spent - **£441**
   Leads generated – **3**
3. Laundry Ads spent - **£1,126**
   Leads generated – **8**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	5
Cleaning Services	0	0
Laundry Only Services	0	3
Cleaning + Linen Hire	0	0
Linen Purchase	1	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**2**	**8**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	18	4,328.67
Turnover pack	1	£7,452.00
Electrical Appliance	1	£78.00
Laundry Only	1	£116.84
Cleaning Services	0	0
Hire + Cleaning Services	4	414.3
Linen Purchase	1	127.80
Total	**26**	**12,517.61**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	16
Laundry Only	2
Cleaning Services	1
Cleaning + Hire	5
Total	**24**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	4
Cleaning Services	2
Laundry Only Services	5
Linen Purchase	0
Miscellaneous (Invalid/Duplicate)	1
GRAND TOTAL	**12**

TENTATIVE SCHEDULE FOR NEXT WEEK (17/03/2025 – 23/03/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
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	17/03/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Ahmad Hassan	Linden House Hotel	Single Sheets = 100 Double Sheets = 100 Pillowcases = 100 Bath Towels = 150 Bathmats = 100 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	17/03/2025	PM SLOT - 12pm-5pm	07846 366 652
Hasan Zaidi	Shaz & Co Limited	40 Pillowcases 20 Hand Towels 40 Bath Towels	135 Praed Street, London, W2 1RL	Delivery & Collection	17/03/2025	PM SLOT - 12pm-5pm	07725 893 682
Klaas	Klaas Harm	**x5 Double Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	19B King Edwards Road, E9 7SF	Delivery	17/03/2025	AM SLOT 9am - 12pm	07543 270 957

Elena	Magic Stay London	**x100 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **100 Bathmats**	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Delivery	17/03/2025	PM SLOT - 12pm-5pm	07717 613 340
Steven Wong	Messiah Properties Ltd	**6 King Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **6 Mini Toiletries Sets** **1 Bath Towel additional** **2 Hand Towels additional**	Flat 1, 26 Lupus Street, SWIV 3DZ	Delivery & Collection	17/03/2025	AM SLOT 9am - 12pm	07786 080 000 / 0204 603 4190
Steven Wong	Messiah Properties Ltd	**x8 Double Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	42 Carronade Court, Eden Grove, N7 8EP	Delivery & Collection	17/03/2025	PM SLOT - 12pm-5pm	07786 080 000 / 0204 603 4190
Gunalan	GK Lettings & Management	**40x SINGLE LINEN SET HIRE, POLYCOTTON** x4 PC, x1 DC, x1 BS **28x DOUBLE LINEN SET HIRE, POLYCOTTON** x2 PC, x1 DC, x1 BS No Towels or Bathmats required on this ocassion	2 Vincent Road, CR0 6ED, Croydon	Delivery & Collection	18/03/2025	AM SLOT 9am - 12pm	07703 430 949

Mostafa Iqbal	London Holiday Rental	PILLOWCASE : 40 DOUBLE DUVET COVER: 25 DOUBLE BED SHEET: 25 BATH TOWEL: 50	124 Mile End Road, E1 4UN	Delivery & Collection	18/03/2025	PM SLOT - 12pm-5pm	07548 067 617
Nima	Key Bridge Ltd	76 Neal Street, WC2H 9AJ **20 Double Linen Sets + 20 Bathmats** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) 72 Parkway, NW1 7AH **20 Double Linen Sets + 20 Bathmats** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) 253 Royal College Street, NW1 9LU **20 Double Linen Sets + 20 Bathmats** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	76 Neal Street, WC2H 9AJ 72 Parkway, NW1 7AH 253 Royal College Street, NW1 9LU	Delivery & Collection	18/03/2025	PM SLOT - 12pm-5pm	07367 707 044

Steven Wong	Messiah Properties Ltd	**2 Double Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **2 Single Linen Sets** x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **1 King Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Basement Flat, 69 Marchmont St, WC1N 1AP	Delivery & Collection	18/03/2025	AM SLOT 9am - 12pm	07786 080 000 / 0204 603 4190
Shane Woods	Leiso Property Services Ltd	**x4 Double Linen sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x3 Bathmats** **x12 Washbags** ***Use King Size Duvet Covers please, our double bed sheets are too small for client beds***	114 Warneford Road, HA3 9HY	Delivery & Collection	18/03/2025	PM SLOT - 12pm-5pm	Juyta 07516 153 170 Shane 07883 067 018

Mina Shiraze	Airbnb / Guest Houses	**140 Clitterhouse – 9 Double Bed Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **2 Gladstone Park – 4 King Size & 4 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **84 Harlesden Road – 6 Double & 4 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) ***For King Sets - Use a S/K Duvet Cover as our King Duvet Covers don't fit client duvets. Please use a King Bed Sheet as per usual***	2 Gladstone Park Gardens, NW2 6JU 84 Harlesden Road, NW10 2BE 140 Clitterhouse Cress, NW2 1DA	Delivery & Collection	19/03/2025	AM SLOT 9am - 12pm	07507 925 485
Ahmad Hassan	Linden House Hotel	Single Sheets = 100 Double Sheets = 100 Pillowcases = 100 Bath Towels = 150 Bathmats = 100 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	19/03/2025	PM SLOT - 12pm-5pm	07846 366 652

Steven Wong	Messiah Properties Ltd	**x3 Double Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x3 Single Linen Sets** **3 Tolietry Kits** **4 Hand Towels additional** **4 Bath Towels additional**	9 Lexham Gardens Mews, W8 5JQ	Delivery & Collection	19/03/2025	AM SLOT 9am - 12pm	07786 080 000 / 0204 603 4190

Clarissa Soccenti		**14 Camden High Street, London, NW1 0JH** **15x KING SETS (King Linen Set Hire - Polycotton** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **15x bath mats (polycotton White)** **WESTB** **1 Westbourne Crescent, W2 3DB** **20x King sets 100% Cotton White** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **20x Bath mats, 100% Cotton White**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collection	19/03/2025	AM SLOT 9am - 12pm	07481 154 511 EDH - ENTRANCE DOOR CODE: 8023 (Leave linen on 1st floor by the wardrobe at the end of the corridor) 1. CAMDEN ENTRANCE DOOR CODE: C1259 >> code has changed, (STORAGE ROOM CODE: C2478X) at the bottom of the staircase on ground floor) West B - Entrance door code: 1827 (leave linen inside BOX 1 to the right hand side of the entrance door)

Heidi Kampa	La Bibliotheque	**Quantities to be confirmed**	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	19/03/2025	PM SLOT - 12pm-5pm	07799 007 963 / 01450 367 110
Chris Grace	Walker Reinhart Ltd	**x54 Pillowcases** **x3 Super King Bed Sheets** **x3 Super King Duvet Covers** **x9 King Bed Sheets** **x9 King Duvet Covers** **x24 Bath Towels** **x4 Bathmats** **x5 Hand Towels**	Maid in Chelsea, 27 Parson's Green House, Parson's Green Lane, London, SW6 4HH	Delivery & Collection	19/03/2025	PM SLOT - 12pm-5pm	Kizia 07938 884 101

Blagovesta Kyuchukova	Building Clean London LTD	**SW18 5RL:** **King size-6sets** **Double size-8 sets** **Single sets-6** **Bathmats 20** **Kitchen towels -10** **SW17** **Double sets-10** **Super king size -4** **SW5** **15 king size** **6 single sets** **Kitchen towels -20** **(Laundry Only)** **Bath mats 20**	57-59 Philbeach Gardens,SW5 9EE 244 Wimbledon Park Road SW18 5RL 174 Tooting High Street SW17 0RT	Delivery & Collection	20/03/2025	PM SLOT - 12pm-5pm	07562 448 464
Carol	City Sparrow Apartments	**Collection Only**	278 Saint James Road, Wetons House, London, SE1 5JX	Collection	20/03/2025	PM SLOT - 12pm-5pm	07549 853 927
Shane Woods	Leiso Property Services Ltd	**Collection Only**	114 Warneford Road, HA3 9HY	Collection	20/03/2025	PM SLOT - 12pm-5pm	Juyta 07516 153 170 Shane 07883 067 018

Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x50 Double Linen Sets -** (x2 PC, x1 DC, x1 BS) **x10 Single Linen Sets -** (x1 PC, x1 DC, x1 BS) *No Towels required this week*	38 Wansey Street, SE17 1JP, London	Delivery & Collection	20/03/2025	PM SLOT - 12pm-5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)
Ilham	Nawsa properties ltd	**2x DOUBLE LINEN SET, POLYCOTTON** (4x PILLOWCASE, 1x DUVET COVER, 1x BED SHEET) **2x KING LINEN SET, POLYCOTTON** (4x PILLOWCASE, 1x DUVET COVER, 1x BED SHEET) **1x SINGLE LINEN SET, POLYCOTTON** (2x PILLOWCASE, 1x DUVET COVER, 1x BED SHEET)	Flat 4 steel back house, 102 Renwick Road barking, IG11 0PE	Delivery & Collection	20/03/2025	AM/PM (Any)	Ilham Linen Hire +44 7908 962805
Gunalan	GK Lettings & Management	**96x HT, 96xBT, Polycotton**	2 Vincent Road, CR0 6ED, Croydon	Delivery	20/03/2025	AM/PM SLOT Any	07703 430 949

Priscila	Priscila La Maison du Soleil Ltd	**Collection Only**	Location 1: 69 Tottenham Court Road, top floor W1T 2HA Location 2: 1A Lyme Street, NW1 0EH, Canary Wharf	Collection	20/03/2025	11AM-3PM Special Request	+44 7367 072095
Olivia Killoughery	Caius Capital LLP	Towel Hire **x20 Bath Towels**	Caius Capital LLP, 2 Park Street, London, W1K 2HX	Delivery	20/03/2025	PM SLOT - 12pm-5pm	0207 190 7940
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	21/03/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149

Pam Nash	Tottenham Abode	**26 Roslyn Road, N15 5ET - Delivery Only** x4 Double Duvet Covers x4 Double Bed Sheets x7 Single Duvet Covers x7 Single Bed Sheets x20 Bath Towels x20Hand Towels x13 Pillowcases **18 Dunloe Avenue, London, N17 6LA** Collection only of dirty linens above address	26 Roslyn Road, N15 5ET **Delivery Only** 18 Dunloe Avenue, London, N17 6LA **Collection Only**	Collection	21/03/2025	AM SLOT 9am - 12pm	07399 153 138
Steven Wong	Messiah Properties Ltd	**x8 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x4 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	79 Maidenstone Hill, SE10 8SY	Delivery & Collection	21/03/2025	AM SLOT 9am - 12pm	07786 080 000 / 0204 603 4190

Ahmad Hassan	Linden House Hotel	Single Sheets = 100 Double Sheets = 100 Pillowcases = 100 Bath Towels = 150 Bathmats = 100 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	21/03/2025	PM SLOT - 12pm-5pm	07846 366 652
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	23/03/2025	AM SLOT 9am - 12pm	07470 255 034