londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

17/03/2025 – 23/03/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£12,666.17

TOTAL INVOICES

24

NEW LEADS

32

QUOTES SENT

9

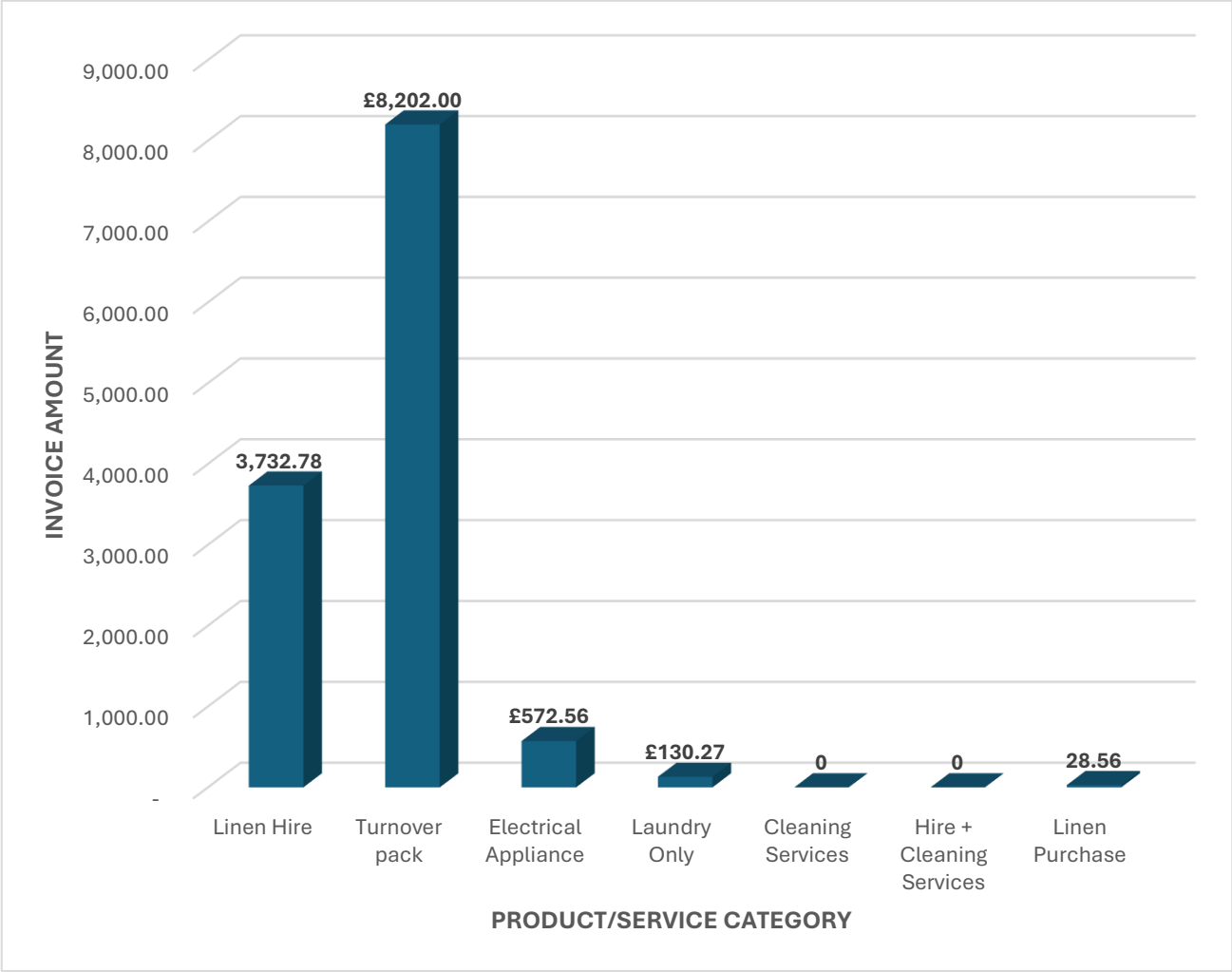
CONVERSIONS

5

ORDERS DELIVERED

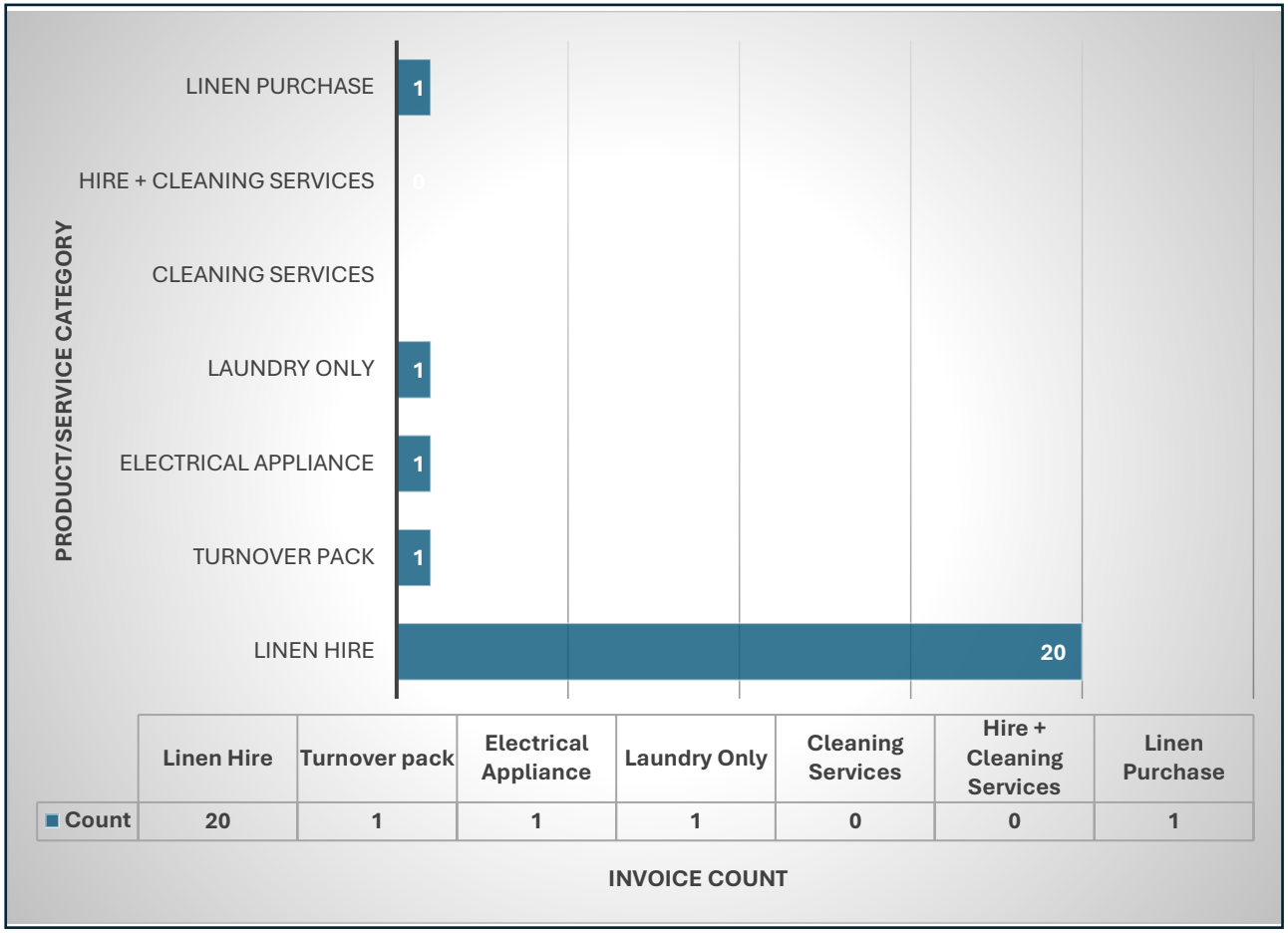
28

DETAILED GLANCE OF SALES – INVOICE AMOUNT



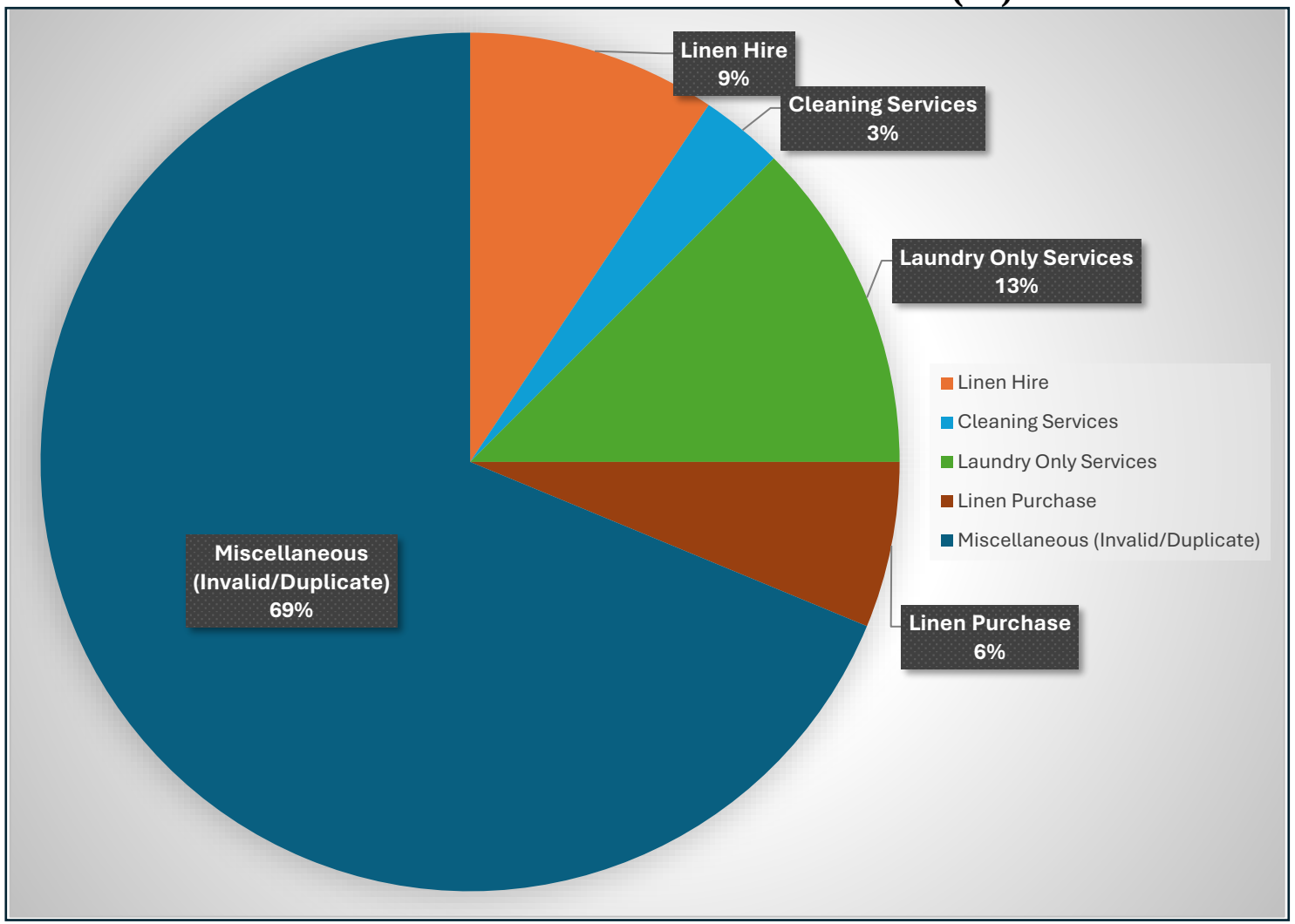
TOTAL AMOUNT: £12,666.17

DETAILED STATISTICS – INVOICE COUNT (24)

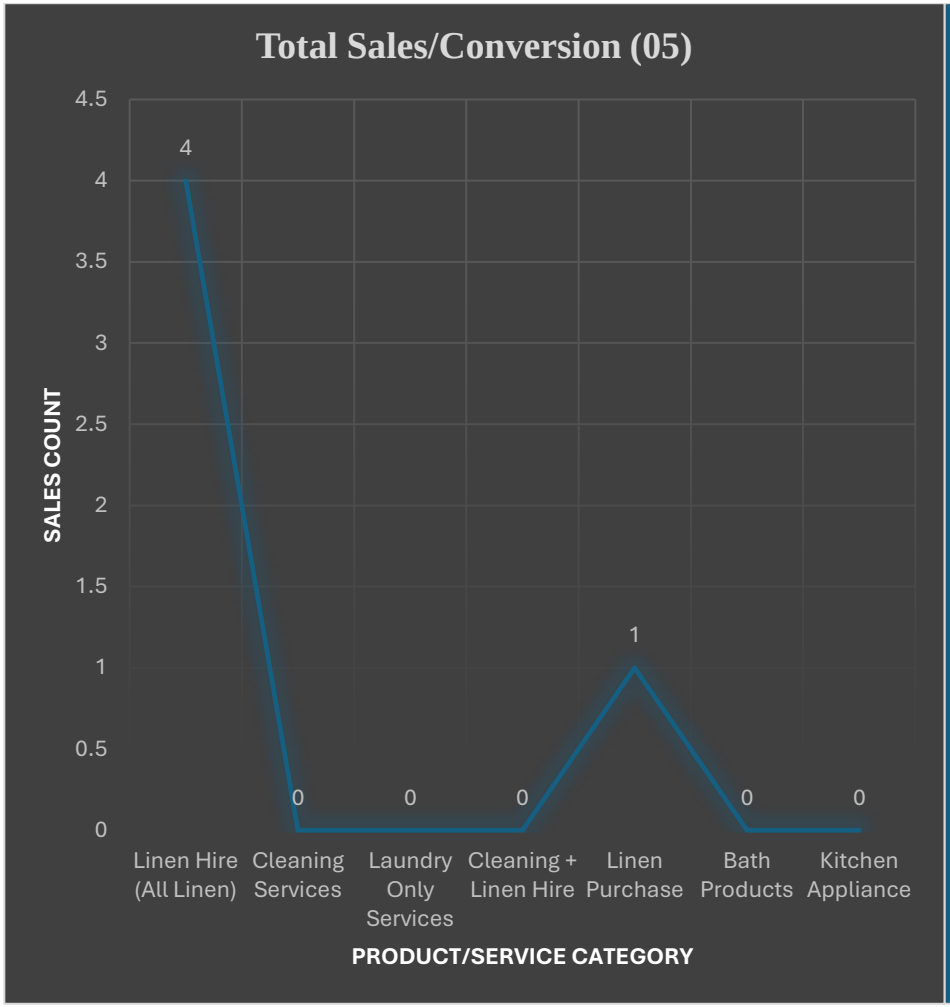


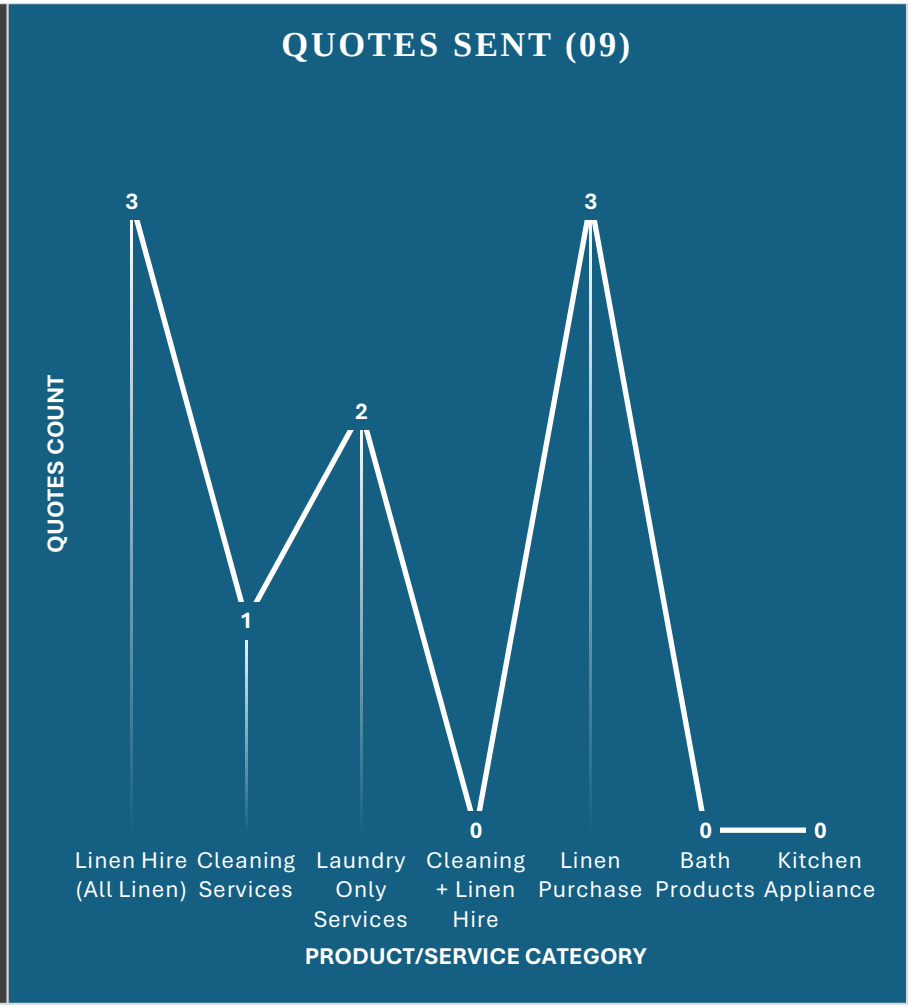
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services	Linen Purchase
Count	20	1	1	1	0	0	1

LEADS RECEIVED DURING THE WEEK (32)

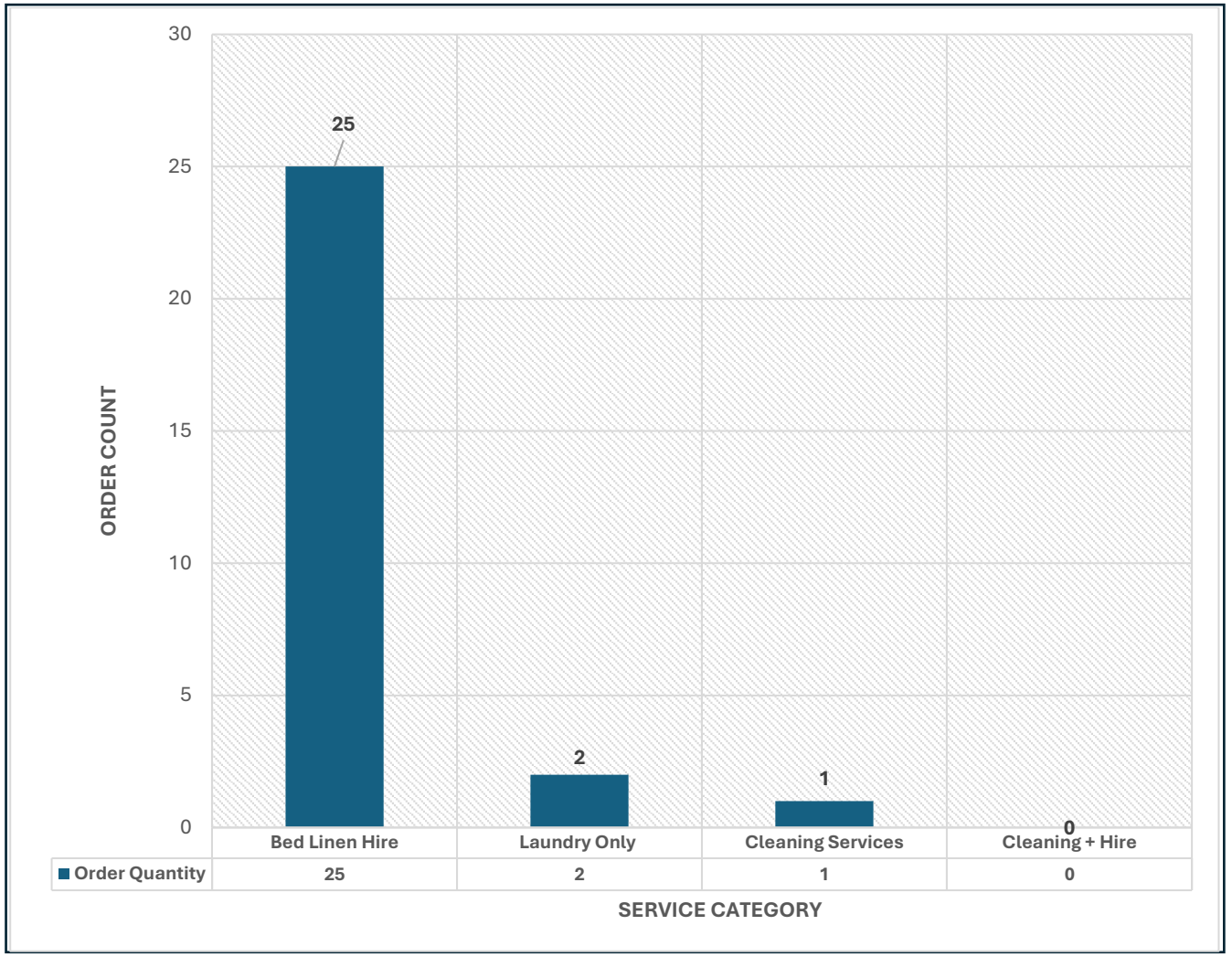


SALES TEAM ACTION





ORDERS DELIVERED DURING THE WEEK (24)



NOTE: Number of clients placed the order **- 19**

SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek

Total Calls during 4 working days of the week**: 83** Average calls: Calvin – **20.75**



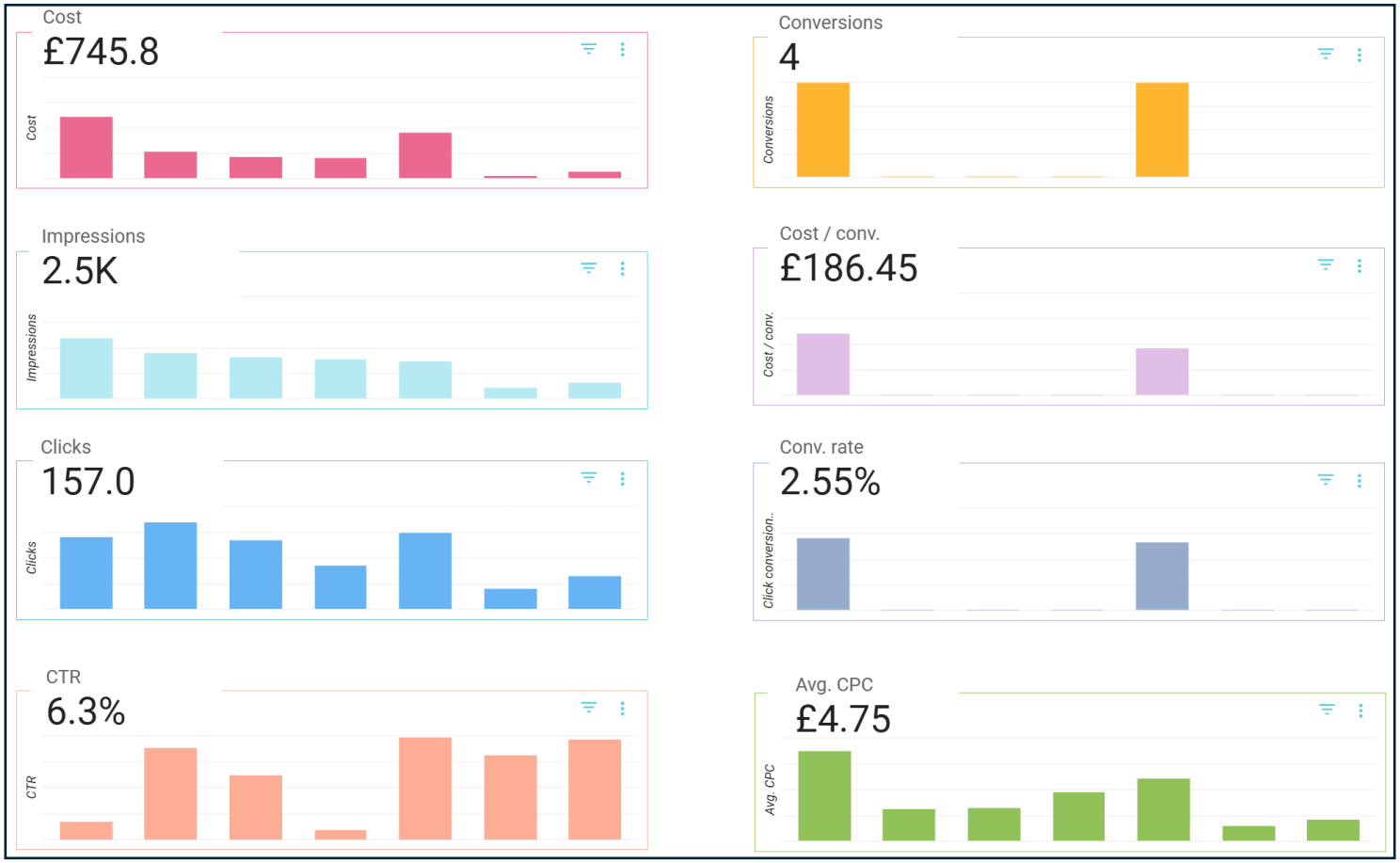
Users Select Columns — Total 1 User — Show: 100

Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	83	16.60	29	54	44.8%	01:47

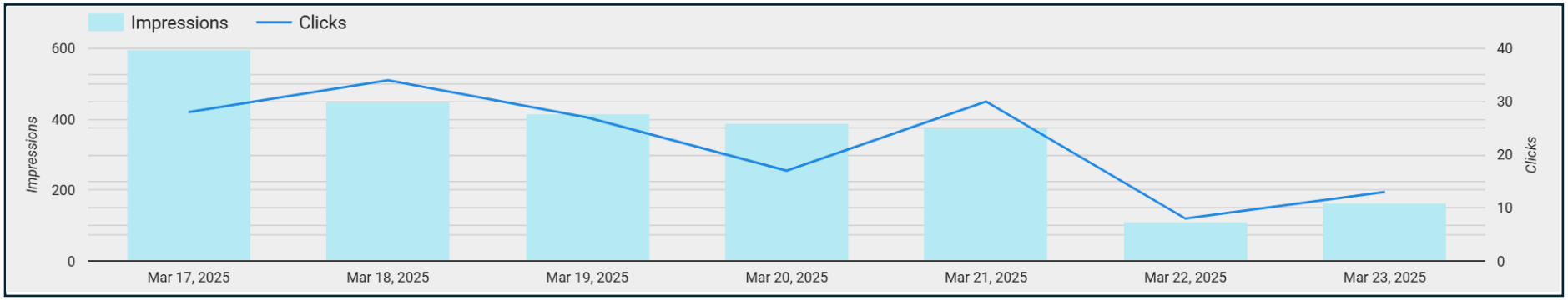
Note: Hospitality Office data above belongs to Calvin.
Average calls by Calvin is calculated based on 4 working days as Tuesday is always spent oustide on the Field Sales.
Abhishek is currently on leaves.
Suraksha’s data is to be added from next week onwards.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

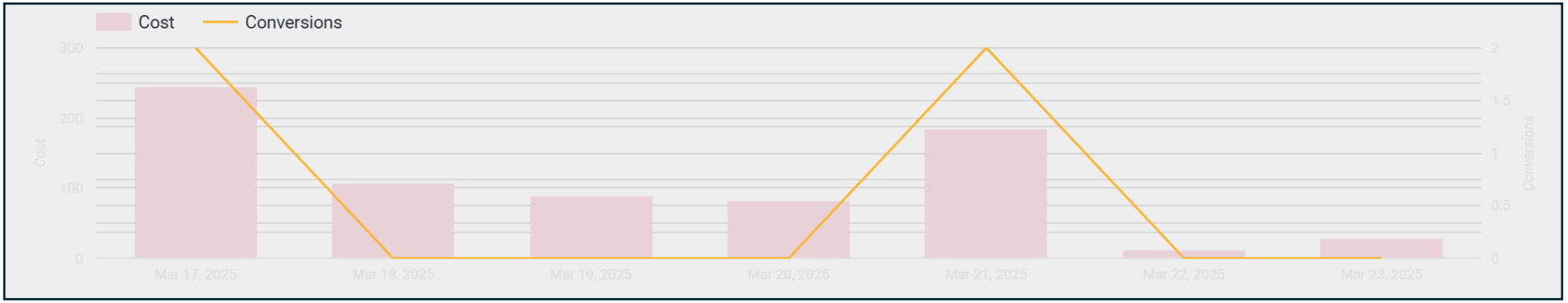
Google Ads
PERFORMANCE METRICS



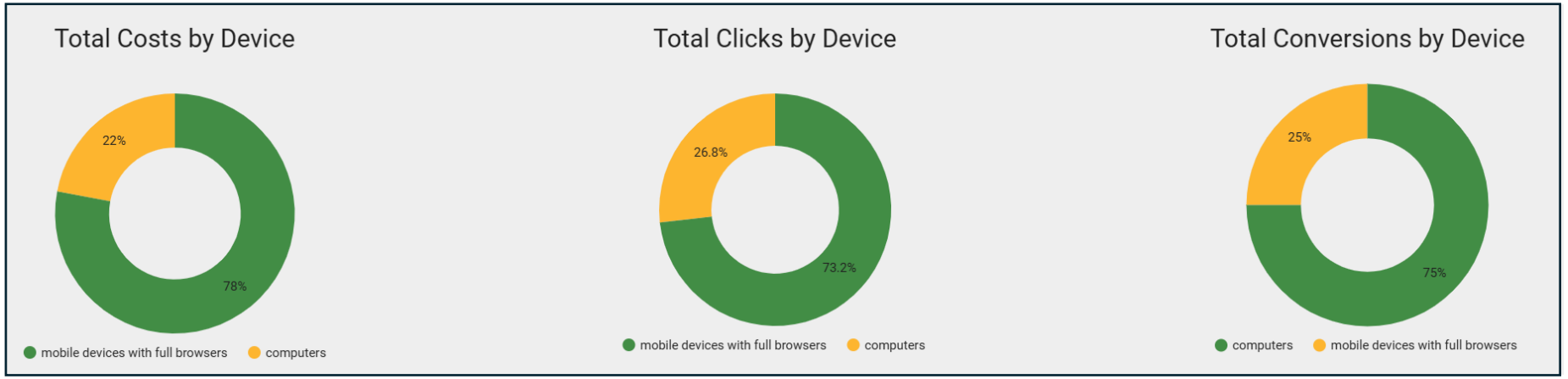
IMPRESSIONS 2.5K -2,472 & CLICKS 157.0 -131



CONVERSIONS 4 -7 vs COSTS £746 £-913.58



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£581	1,868	115	6.16%	£5.06	1	£581.38	0.87%
2.	computers	£164	626	42	6.71%	£3.91	3	£54.8	7.14%
3.	tablets with full browsers	£0	8	0	0%	£0	0	£0	0%
	Grand total	**£746**	**2,502**	**157**	**6.27%**	**£4.75**	**4**	**£186.45**	**2.55%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£528	1,658	98	5.91%	£5.39	3	£175.97	3.06%
Hire Services	£96	571	33	5.78%	£2.9	0	£0	0%
Hire Services_UK	£71	127	16	12.6%	£4.44	0	£0	0%
Cleaning Services	£51	146	10	6.85%	£5.1	1	£51	10%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£746**	**2,502**	**157**	**6.27%**	**£4.75**	**4**	**£186.45**	**2.55%**

WEEKS HIGHLIGHT (17/03/2025 – 23/03/2025)

SALES

Promising Leads & Contracts Signed

1. **Olivia Killoughery, Caius Capital LLP – Signed the contract**
   Estimated Quote amount - **£35.40 per week**
   Service requested – Bath Towel Linen Hire - Individual Items
   Business – Investment management in capital structures
   https://caiuscapital.com/
   Location - Caius Capital LLP, 2 Park Street, London, W1K 2HX
2. **Naushad Busawon, Maz Rental Properties Ltd – Signed the contract**
   Service Requested - Linen Hire (Double Linen Set, (Bed + Bath))
   Estimated quote amount - **£53.70 per week**
   Business - Airbnb
   Location - 4 Flat 156 Fountain House, St George's wharf, London, SW8 2LP
3. **Nicolo Lettieri, Nico Living Properties – Signed the contract**
   Service Requested – Linen hire services (Single, Double and Super King linen set – Bed + Bath)
   Estimated quote amount - £362.88 - £450 per order per month
   Business – Accommodation
   https://www.nicolivingproperties.co.uk/
   Location – Reading
4. **María del Valle Costantini, Relocation Point Ltd – Signed the Contract**
   Service Requested - Linen Hire
   Estimated quote amount - **£84.86 per week**
   Business - Accommodation
   Location – Flat 12, 107 Crown Dale, London, SE19 3BH
5. **Mst Afsana Mim, Westeen Property Ltd – Signed the Contract** ***(Came through reference from existing client)***
   Service Requested - Linen Hire (Double Linen set, bed + bath)
   Estimated quote amount - **£147 per week**

Business - Accommodation/Airbnb
Location – 18 Jacobson House, Old Castle Street, E1 7NS

6. **Ritesh Shah, City Relay Ltd. - Promising Lead**
   Service Requested – Laundry
   Business – Property Management
   Quote amount – **Approx. £15,000 - £20,000 per week**
   Location - Unit 11, Latimer Industrial Estate, Latimer Road, London, W10 6RQ
   Interested to do a week trial and price negotiation.
7. Anne Culligan, Cygnet Lodge Kenton – **Promising Lead**
   Service Requested - Linen Hire
   Quote amount - £71.10
   Feedback – Happy with the prices. Call is scheduled for 31st March and Friday in the same week to finalise the deal.
8. Ana Soria – **Promising Lead**
   Service Requested - Tablecloth Hire
   Quote amount - £180.34
   Feedback – Liked the prices, going to schedule the warehouse visit in coming week and also requested for the professional pictures of the tablecloth meanwhile.
9. Sonal Garg – **Promising Lead**
   Service Requested – Linen Hire Services
   Feedback - Liked the prices and interested to move ahead. Requested for the paid samples of both the fabrics we offered so that he can make a wise decision before he flies on Wednesday for a trip.

Takeaways from the week

1. Tamzin, Sāmya Studios
   Service Requested – Specialised Laundry services = Open cell and Closed cell Yoga mats
   Feedback:
   Waiting for laundry label care information from the management

1. Slavka – Commercial Cleaning
   Feedback:
   The quotation was sent, but the client stated that it was one off job for a specific date and has been completed by another company.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **4**

Cost per Conversion to CRM - **£186.45**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£51**
   Leads generated – **1**
2. Hire Ads spent - **£167**
   Leads generated – **0**
3. Laundry Ads spent - **£528**
   Leads generated – **3**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	4	3
Cleaning Services	0	1
Laundry Only Services	0	2
Cleaning + Linen Hire	0	0
Linen Purchase	1	3
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**5**	**9**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	20	3,732.78
Turnover pack	1	£8,202.00
Electrical Appliance	1	£572.56
Laundry Only	1	£130.27
Cleaning Services	0	0
Hire + Cleaning Services	0	0
Linen Purchase	1	28.56
Total	**24**	**12,666.17**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	25
Laundry Only	2
Cleaning Services	1
Cleaning + Hire	0
Total	**28**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	3
Cleaning Services	1
Laundry Only Services	4
Linen Purchase	2
Miscellaneous (Invalid/Duplicate)	22
GRAND TOTAL	**32**

TENTATIVE SCHEDULE FOR NEXT WEEK (24/03/2025 – 30/03/2025)

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	24/03/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Shane Woods	Leiso Property Services Ltd	**x20 Double Linen sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x15 Bathmats** ***Use King Size Duvet Covers please, our double bed sheets are too small for client beds***	114 Warneford Road, HA3 9HY	Delivery & Collection	24/03/2025	AM SLOT 9am - 12pm	Juyta 07516 153 170 Shane 07883 067 018
Steven Wong	Messiah Property Ltd	**x2 King Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x5 Double Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x1 Single Linen Sets** x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Flat 71 Connaught Heights, 2 Agnes George Walk, E16 2FR	Delivery & Collection	24/03/2025	AM SLOT 9am - 12pm	07786 080 000 / 0204 603 4190

Lawrence Nicol	Premier Property Ltd	**DOUBLE BED SHEETS x2** **DOUBLE DUVET COVER x2** **KING SIZE DUVET COVER x2** **BATH TOWELS x4** **HAND TOWELS x4**	63 Harold Estate, Pages Walk, London, SE1 4HW	Delivery & Collection	24/03/2025	PM SLOT - 12pm-5pm	07506 612 756
Ahmad Hassan	Linden House Hotel	Double Sheets 100 Single Sheets 100 Pillowcases 200 Bath towels 150 Bathmat 80 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	24/03/2025	PM SLOT - 12pm-5pm	07846 366 652
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 & Collection	24/03/2025	PM SLOT - 12pm-5pm	07717 613 340

Nicolò Lettieri	Nico Living Properties	**x32 Double Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x8 Single Linen Sets** x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **x4 Super King Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	24 Westall Street, Reading, RG2 9RL	Delivery	24/03/2025	ANYTIME 9am-5pm	07818 742 010
Naushad	Maz Rental Properties Ltd	x5 Double Linen Sets x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	4 Flat 156 Fountain House, St George's Wharf, SW8 2LP	Delivery	24/03/2025	PM SLOT - 12pm-5pm	07815 183 782
Steven Wong	Messiah Property Ltd	**x3 Double Linen Sets** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x3 Single Linen Sets** x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **x3 King Linen Set** x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Basement Flat, 69 Marchmont St, WC1N 1AP	Delivery & Collection	25/03/2025	AM SLOT 9am - 12pm	07786 080 000 / 0204 603 4190

Steve Cogan	Airbnb	**12 Single Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **25 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **6 Super King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	26 Arminger Road, W12 7BB	Delivery & Collection	25/03/2025	11am-2pm	07939 200 486
Mostafa Iqbal	London Holiday Rental	PILLOWCASE : 60 DOUBLE DUVET COVER:30 DOUBLE BED SHEET: 30 BATH TOWEL: 80 HAND TOWEL: 10	124 Mile End Road, E1 4UN	Delivery & Collection	25/03/2025	PM SLOT - 12pm-5pm	07548 067 617
Mandy	Wellington Stays	**x15 Double Linen Sets** (x4 PC, x1 DC, x1 BS + x1 HT + x1 BT) *Item requirement is correct, client doesn't need two towels per set for time being*	545 High Road, Leytonstone, E11 4PB	Delivery & Collection	26/03/2025	PM SLOT - 12pm-5pm	Anil 07908 962 805 Mandy 07850 210 998

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	26/03/2025	AM SLOT 9am - 12pm	07507 925 485
Ahmad Hassan	Linden House Hotel	Double Sheets 100 Single Sheets 100 Pillowcases 200 Bath towels 150 Bathmat 80 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	26/03/2025	PM SLOT - 12pm-5pm	07846 366 652

Clarissa Soccenti		**14 Camden High Street, London, NW1 0JH** **20x KING SETS (King Linen Set Hire - Polycotton** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **20x 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	26/03/2025	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	26/03/2025	PM SLOT - 12pm-5pm	07799 007 963 / 01450 367 110
Olivia Killoughery	Caius Capital LLP	Towel Hire **x20 Bath Towels**	Caius Capital LLP, 2 Park Street, London, W1K 2HX	Delivery	26/03/2025	PM SLOT - 12pm-5pm	0207 190 7940
Nicolas Corrado	Relocation Point / Xolmis	**4 Singles** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **2 Doubles** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **4 Kings** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **6 bath mats**	FLAT 12, 107 CROWN DALE, SE19 3BH	Delivery	27/03/2025	PM SLOT - 12pm-5pm	07310 495 870

Pam Nash	Tottenham Abode	**26 Roslyn Road, N15 5ET - Delivery Only** x8 Double Duvet Covers x8 Double Bed Sheets x14 Single Duvet Covers x14 Single Bed Sheets x40 Bath Towels x40Hand Towels x26 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**	Delivery & Collecton	27/03/2025	AM SLOT 9am - 12pm	07399 153 138
Nina Paola Tapawan	Balay at Kultura Ltd	**x4 Pillowcases** *Delivery back in February, client received stained pillowcases* **Dirty linen collection also**	39E New Barn Street, London, E13 8JZ	Delivery & Collecton	27/03/2025	PM SLOT - 12pm-5pm	07367 859 460

Blagovesta Kyuchukova	Building Clean London LTD	**244 Wimbledon Park Road, SW18 5RL - Delivery & Collection** **Kitchen towels-10 (Laundry Only)** **King Size Linen Sets -5** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **Double Linen Sets -5** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **Single Linen Sets -4** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **57-59 Philbeach Gardens, SW5 9EE** - Collection Only	57-59 Philbeach Gardens, SW5 9EE 244 Wimbledon Park Road, SW18 5RL	Delivery & Collection	27/03/2025	PM SLOT - 12pm-5pm	07562 448 464
Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x50 Double Linen Sets -** (x2 PC, 1DC, 1FS (Fitted Sheet)), 2HT, 2BT **x10 Single Linen Sets -** (x1 PC, 1DC, 1BS, 1 HT, 1 BT**)**	38 Wansey Street, SE17 1JP, London	Delivery & Collection	27/03/2025	PM SLOT - 12pm-5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)
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	28/03/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Steven Wong	Messiah Property Ltd	**x6 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	42 Carronade Court, Eden Grove, N7 8EP	Delivery & Collection	28/03/2025	AM SLOT 9am - 12pm	07786 080 000 / 0204 603 4190

Ahmad Hassan	Linden House Hotel	Double Sheets 100 Single Sheets 100 Pillowcases 200 Bath towels 150 Bathmat 80 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	28/03/2025	PM SLOT - 12pm-5pm	07846 366 652
Steven Wong	Messiah Property Ltd	**6 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) 100% Cotton - White	2507 Maine Tower, 9 Harbour Way, E14 9DN	Delivery & Collection	29/03/2025	10am-12pm	07786 080 000 / 0204 603 4190
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	30/03/2025	AM SLOT 9am - 12pm	07470 255 034