londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

24/03/2025 – 30/03/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£13,211.40

TOTAL INVOICES

10

NEW LEADS

4

QUOTES SENT

12

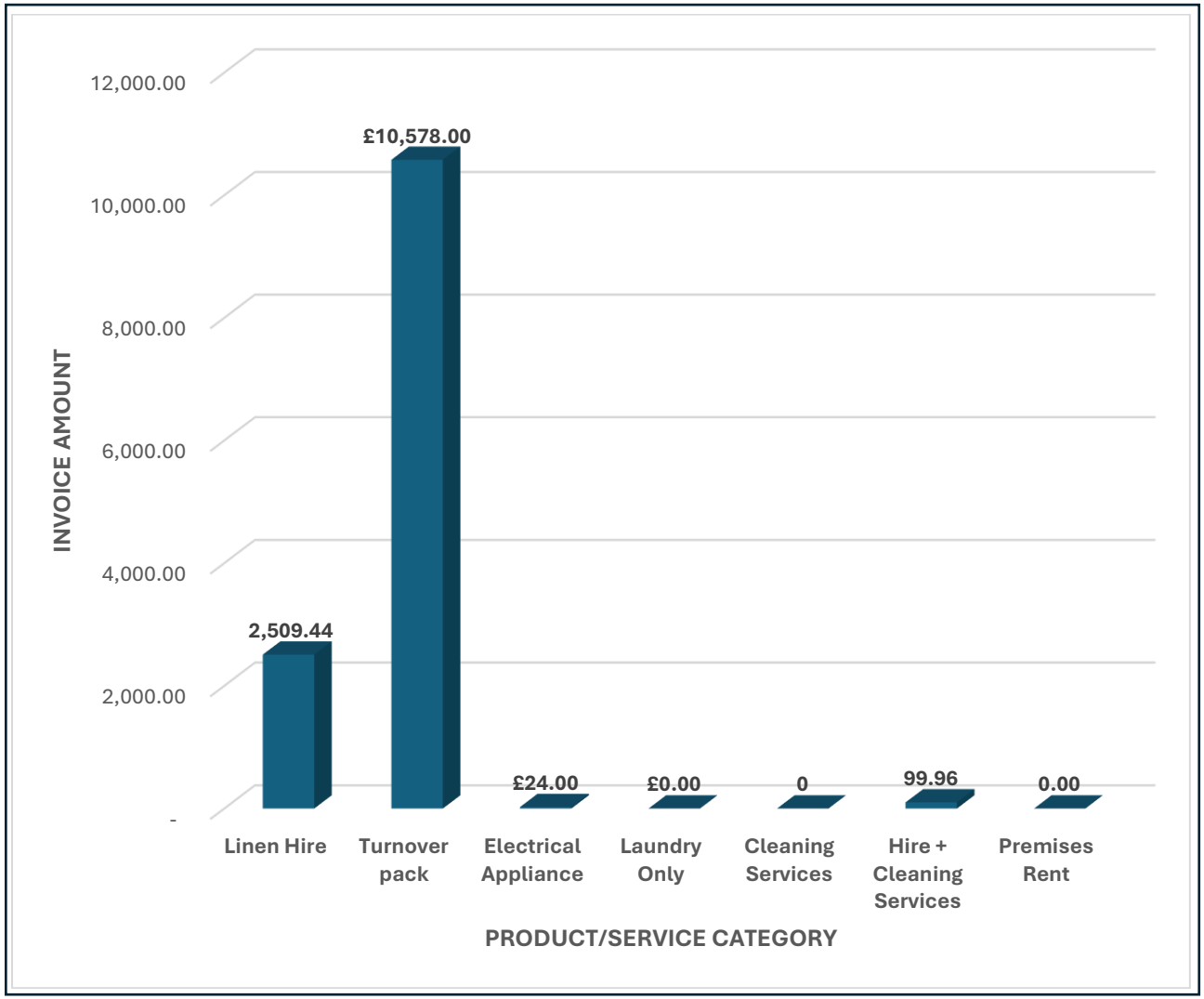
CONVERSIONS

1

ORDERS DELIVERED

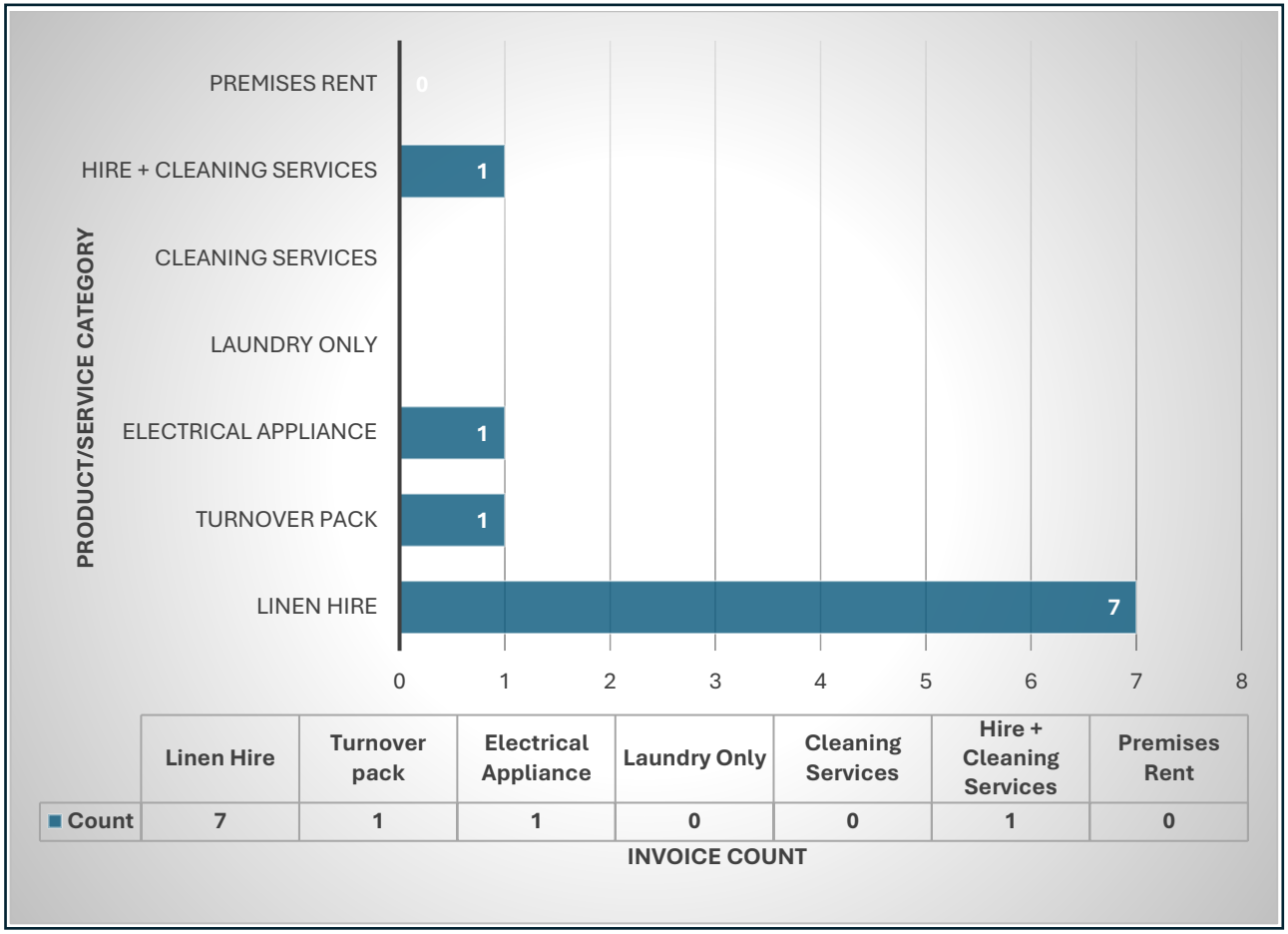
27

DETAILED GLANCE OF SALES – INVOICE AMOUNT



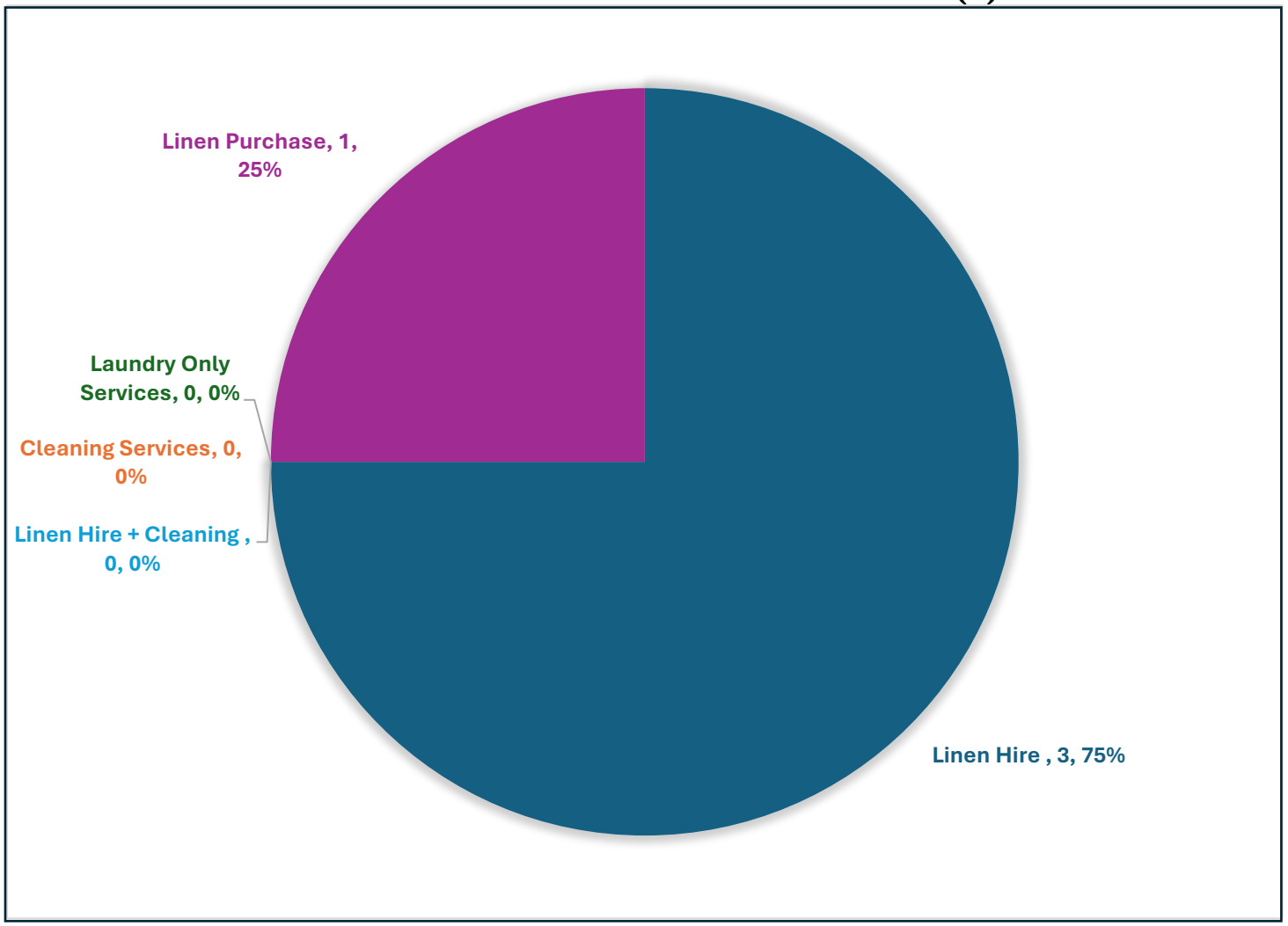
TOTAL AMOUNT: £13,211.40

DETAILED STATISTICS – INVOICE COUNT (10)

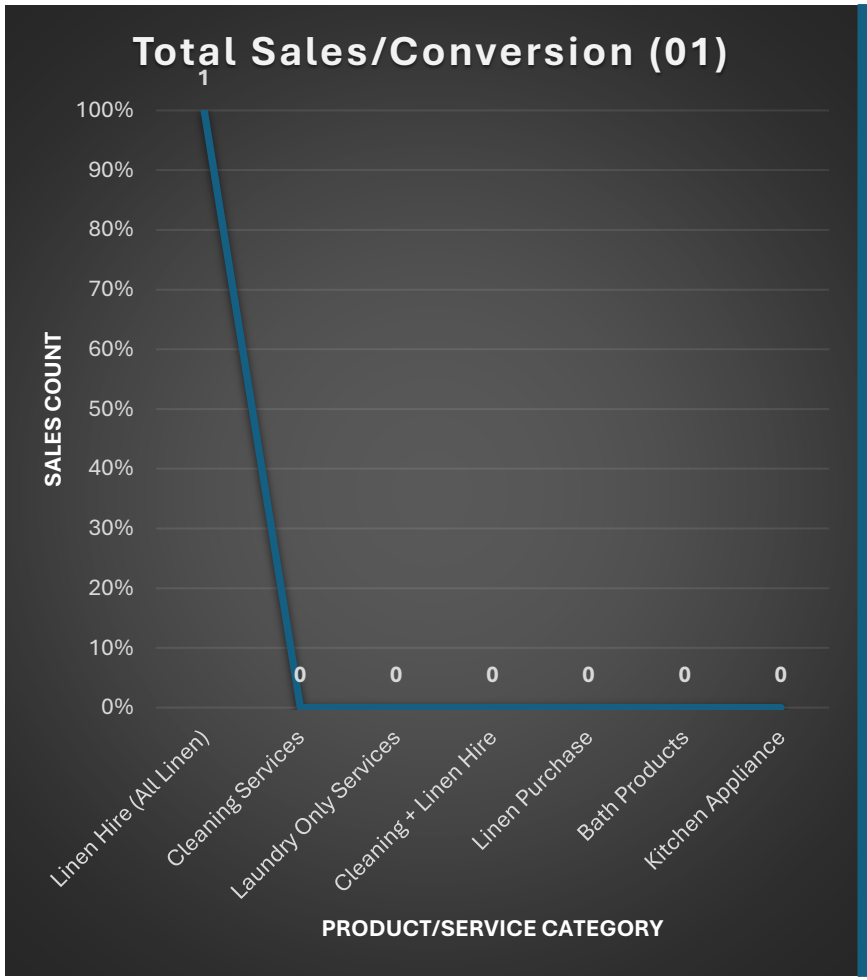


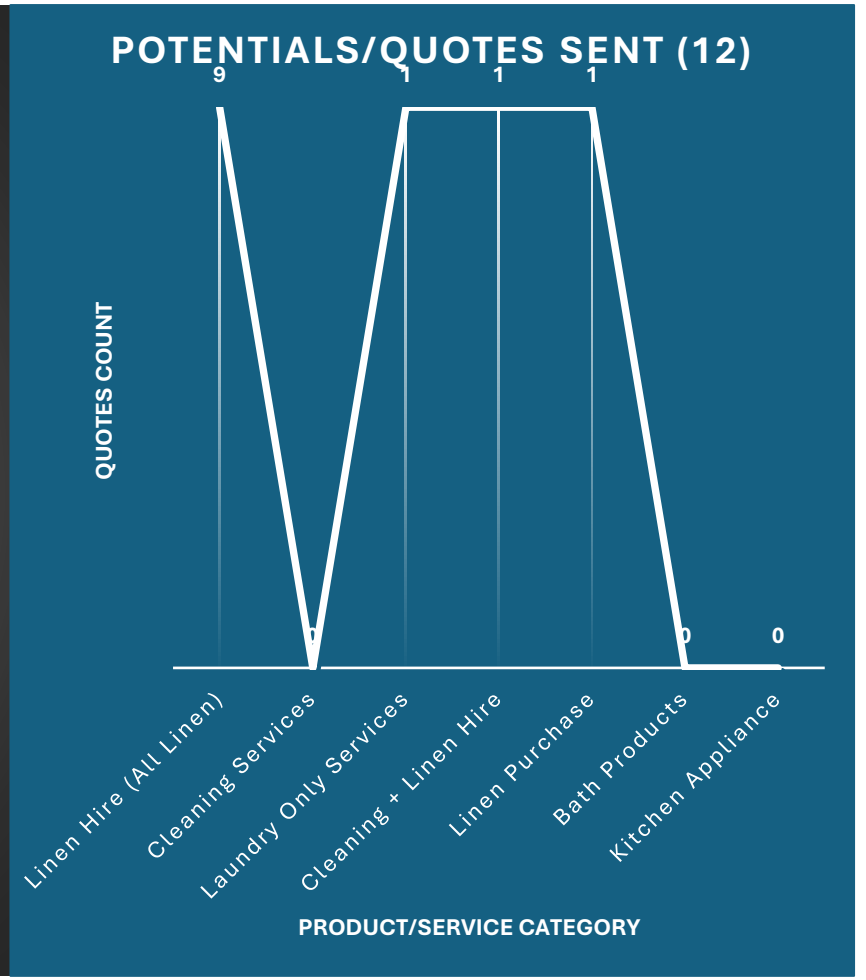
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services	Premises Rent
Count	7	1	1	0	0	1	0

LEADS RECEIVED DURING THE WEEK (4)

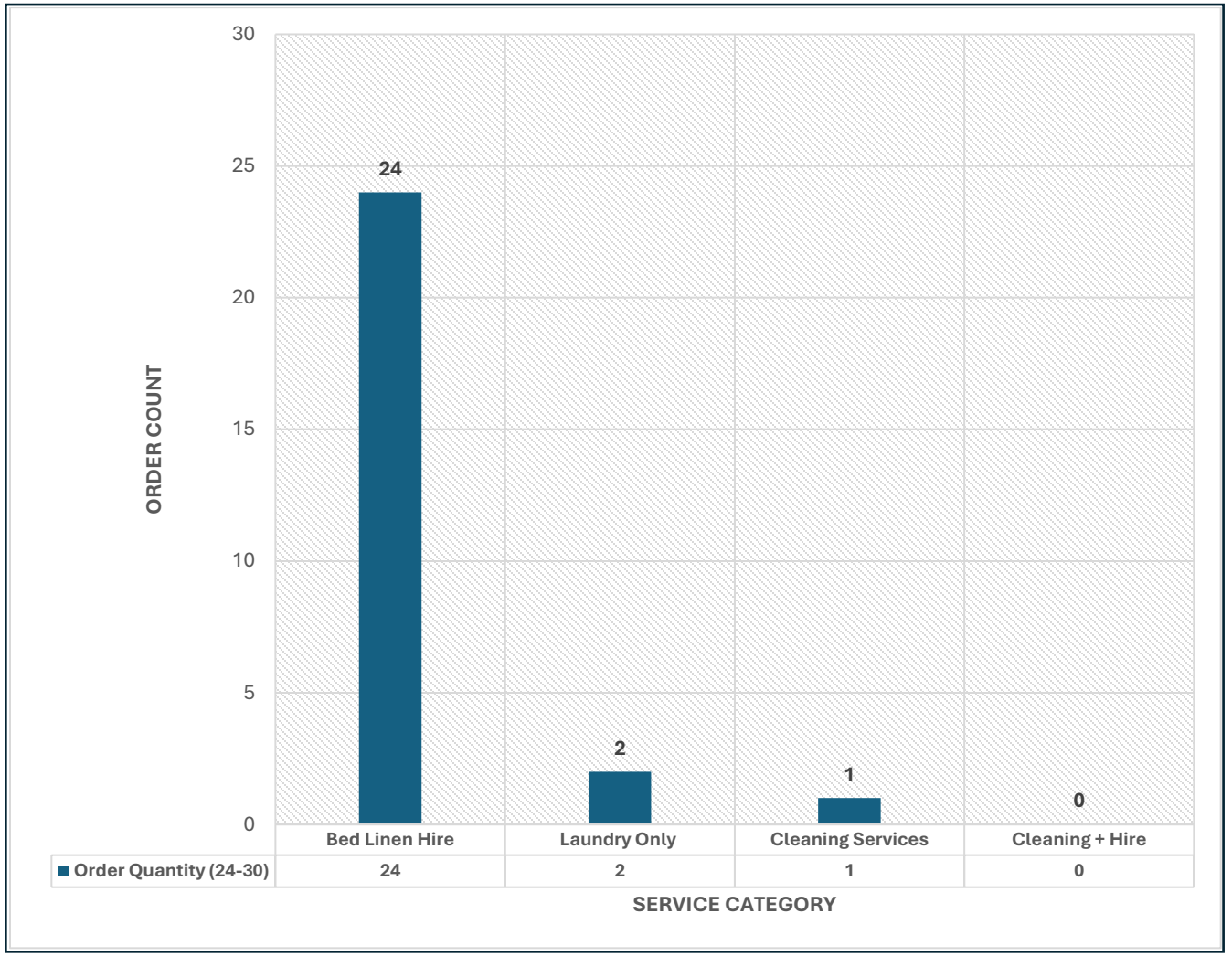


SALES TEAM ACTION





ORDERS DELIVERED DURING THE WEEK (27)

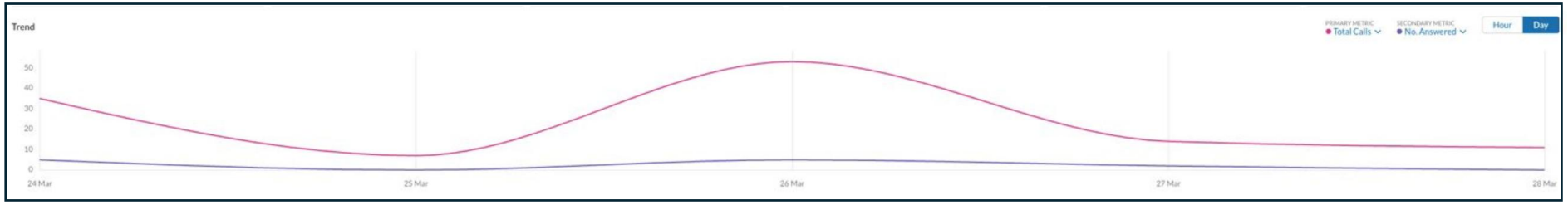


NOTE: Number of clients placed the order **- 21**

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha

Total Calls during 4 working days of the week**: 120** Average calls: Calvin – **19.75 per day**, Suraksha - **20.50 per day**

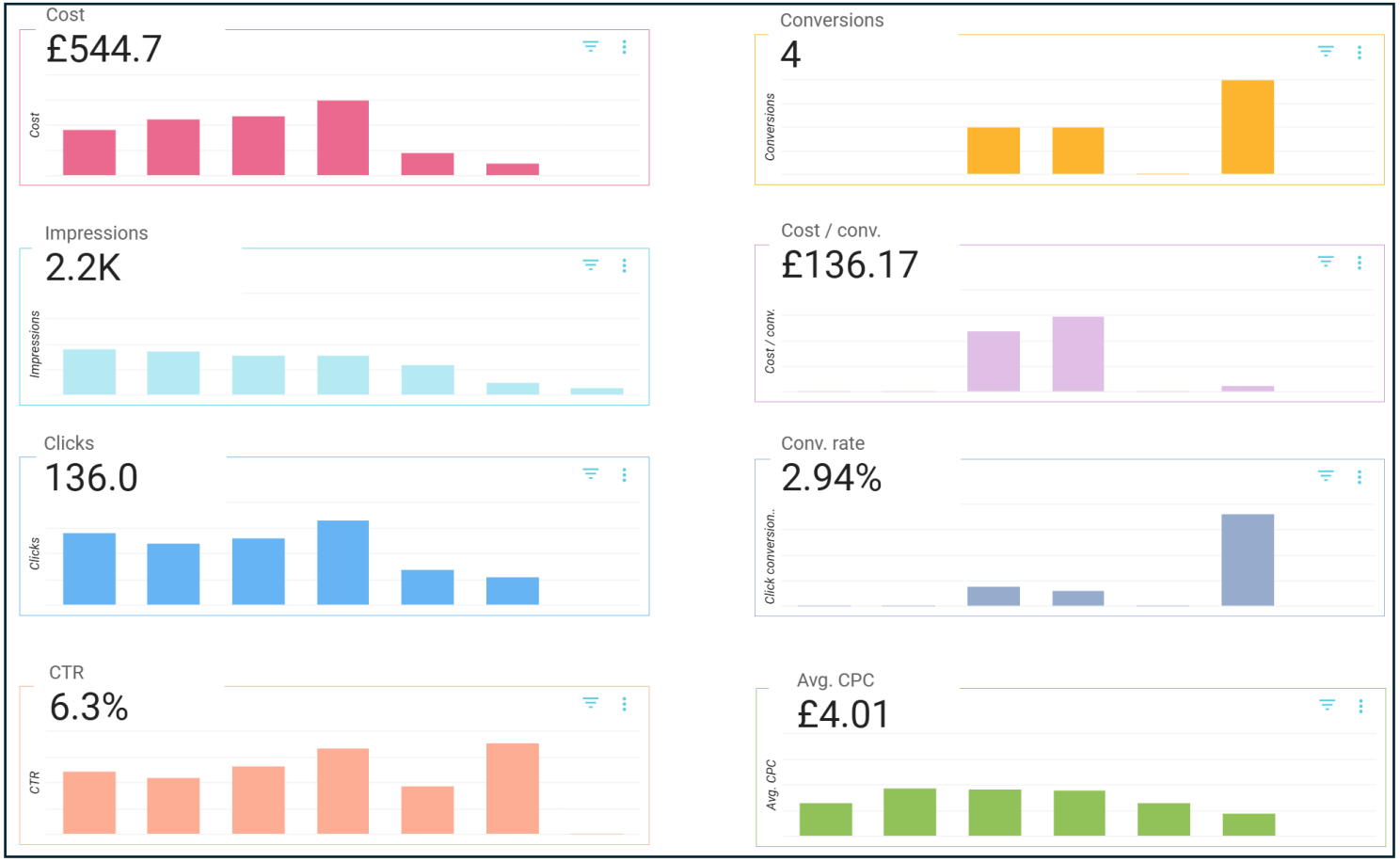


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	79	15.80	30	49	66.7%	01:29
Suraksha Joshua	709	41	8.20	3	38	33.3%	01:06

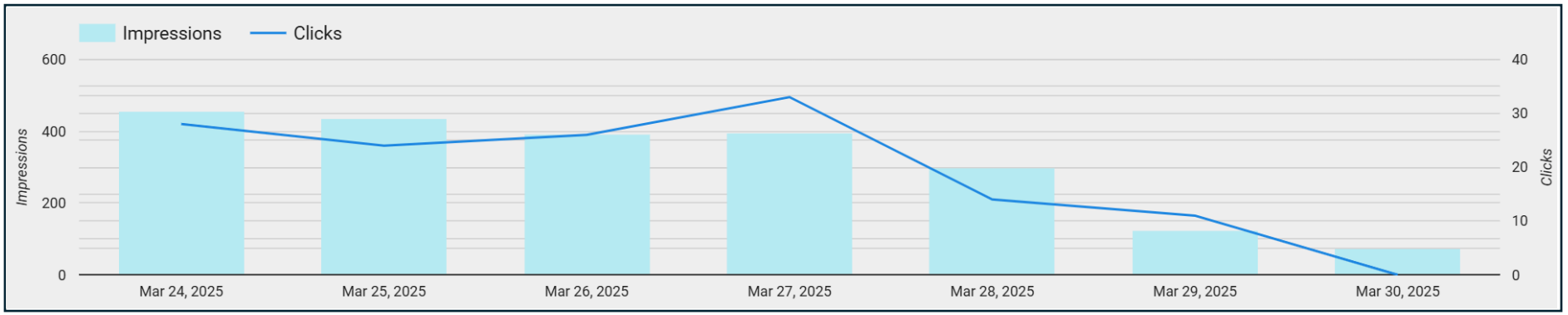
Note: Hospitality Office data above belongs to Calvin.
Average calls by Calvin is calculated based on 4 working days as Tuesday was spent oustide on the Field Sales.
Average call by Suraksha is calculated based on 2 working days as she also spent her Tuesday on field.
Abhishek is currently on leave.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

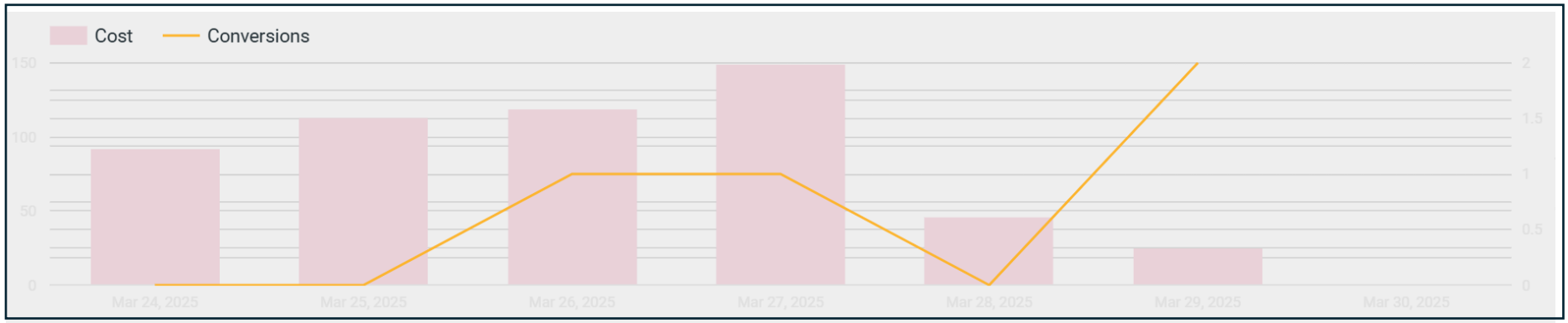
Google Ads
PERFORMANCE METRICS



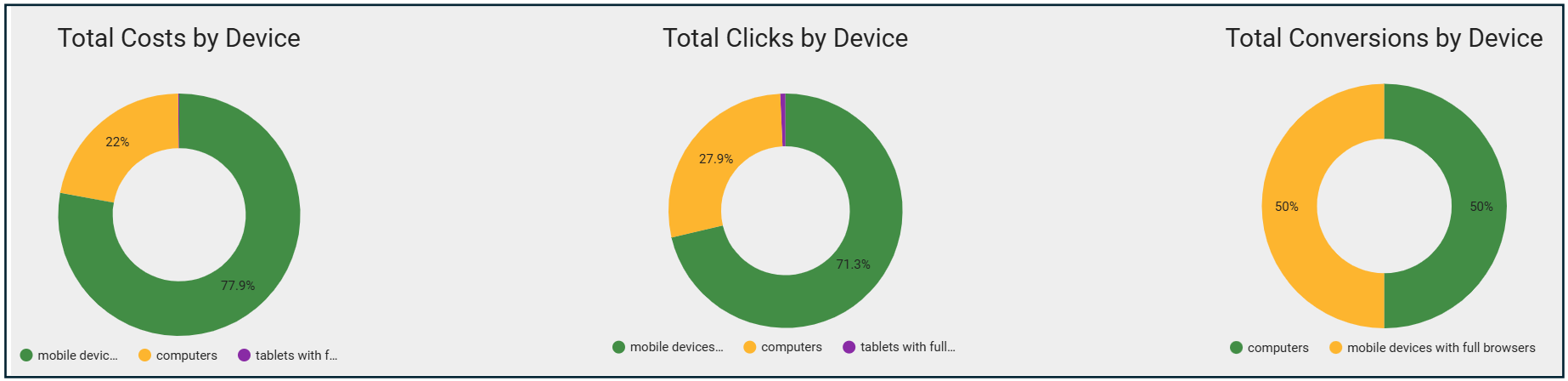
IMPRESSIONS 2.2K -327 & CLICKS 136.0 -21



CONVERSIONS 4 0 vs COSTS £545 £-201.11



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£424	1,644	97	5.9%	£4.37	2	£212.11	2.06%
2.	computers	£120	520	38	7.31%	£3.15	2	£59.83	5.26%
3.	tablets with full browsers	£1	11	1	9.09%	£0.8	0	£0	0%
	Grand total	**£545**	**2,175**	**136**	**6.25%**	**£4.01**	**4**	**£136.17**	**2.94%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£332	1,457	73	5.01%	£4.55	1	£332.41	1.37%
Hire Services	£168	486	46	9.47%	£3.66	3	£56.06	6.52%
Cleaning Services	£27	143	9	6.29%	£3	0	£0	0%
Hire Services_UK	£17	89	8	8.99%	£2.14	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£545**	**2,175**	**136**	**6.25%**	**£4.01**	**4**	**£136.17**	**2.94%**

WEEKS HIGHLIGHT (24/03/2025 – 30/03/2025)

SALES

Promising Leads & Contracts Signed

1. **Mst Afsana Mim, Westeen Property Ltd – Signed the contract**
   Estimated Quote amount - **£147.30 per week**
   Service requested – Double Set Linen Hire
   Business – Airbnb
   Location - 18 Jacobson House, Old Castle Street, E1 7NS

2. **Lydia Appiah – Promising Lead**
   Service Requested - Linen Purchase
   Estimated quote amount - **£9,030**
   Business - Opening a Hotel in Ghana. Would like to ship before October this year.
   Location - London

3. **Ana Soria – Promising Lead**
   Service Requested – Tablecloth hire (One time request for her own wedding)
   Estimated quote amount - £189.94
   Business – Personal wedding
   Status – Happy to proceed ahead with the purchase once she is back from her trip.

4. **Correntine Muller, Seeker Estates LTD – Promising Lead**
   Service Requested - Linen Hire
   Estimated quote amount - **£460.80 Bi-weekly/Monthly**
   Business - Real Estate
   Location – Wallace Court, 300-308 Old Marylebone Rd, London NW1 5RH

Takeaways from the week

1. **Linda Iacobucci, Home2Home Property Staging Ltd**

   Service Requested – Linen Hire (100% Cotton)

   Quote - £113.23 per week

   Feedback:

   Enquired few questions from Abhishek earlier, now been chased by Suraksha and the client requested for a call back after 16th April.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **4**

Cost per Conversion to CRM - **£136.17**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£27**
   Leads generated – **0**
2. Hire Ads spent - **£185**
   Leads generated – **3**
3. Laundry Ads spent - **£332**
   Leads generated – **1**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion (24-30)	Potentials/Quotes Sent (24-30)
Linen Hire (All Linen)	1	9
Cleaning Services	0	0
Laundry Only Services	0	1
Cleaning + Linen Hire	0	1
Linen Purchase	0	1
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**12**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	7	2,509.44
Turnover pack	1	£10,578.00
Electrical Appliance	1	£24.00
Laundry Only	0	£0.00
Cleaning Services	0	0
Hire + Cleaning Services	1	99.96
Premises Rent	0	0.00
Total	**10**	**13,211.40**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	24
Laundry Only	2
Cleaning Services	1
Cleaning + Hire	0
Total	**27**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	3
Cleaning Services	0
Laundry Only Services	0
Linen Hire + Cleaning	0
Linen Purchase	1
GRAND TOTAL	**4**

TENTATIVE SCHEDULE FOR NEXT WEEK (31/03/2025 – 06/04/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day
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	31/03/2025
Ahmad Hassan	Linden House Hotel	Double Bed Sheets 80 Single Bed Sheets 80 Pillowcases 100 Bath towels 200 Bathmat 80 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	31/03/2025
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	31/03/2025

Heidi Kampa	La Bibliotheque	20 Super King Bedsheets 20 Super King duvet cover 80 Pillowcases 40 Bath Towels ***Please include red bags for deliveries and collections per client request*** ***Delivery instructions - 'La Bibliotheque is closed on Mondays (so the shutters might be down), staff is around the premises between 11am-4pm. After 4:30pm, there will be staff at our next door cocktail bar MAP Maison (they have the keys to La Bibliotheque) so the river can just pop over there and they will open it.' Driver can call Heidi directly who will advise***	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	31/03/2025
Steven Wong	Messiah Property Ltd	**6 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	102, Wheatsheaf Close, E14 9UY	Delivery & Collection	31/03/2025
Steven Wong	Messiah Property Ltd	**7 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **4 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Flat 12, Peninsula Court, 121 East Ferry Road, E14 3LH	Delivery & Collection	01/04/2025

Steven Wong	Messiah Property Ltd	**Flat 11:- 8 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **Flat 12:- 8 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **8 Single Line Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Flat 11 & 12, 293 Ballards Lane, N12 8NP	Delivery & Collection	01/04/2025
Mst Afsana Mim	Westeen Property Ltd	25 Double Bedsheet 25 Double Duvet Cover 40 Double Bath Towel 10 Hand Towel 40 Pillowcases	18 Jacobson House Old Castle St, London, E1 7NS	Delivery	01/04/2025
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	02/04/2025

Mandy	Wellington Stay	**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	02/04/2025
Ibrahim	Afaad Properties	**LINEN HIRE** **Pillowcase - 8** **Double Bed Sheets - 2** **Double Duvet Covers - 2** **Bath Towel - 4** **Hand Towel - 4** ***Cleaning Services – Regular*** ***Areas included: 2 Bedrooms, 1 Living Space, 1 Kitchen, 1 Bathroom and Hallway.***	Flat 1 lavender HSE, Dairy Farm Place, Queens Road, London, SE15 2NE	Delivery & Collection	02/04/2025
Ahmad Hassan	Linden House Hotel	Double Bed Sheets 80 Single Bed Sheets 80 Pillowcases 100 Bath towels 200 Bathmat 80 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	02/04/2025

Clarissa Soccenti		**14 Camden High Street, London, NW1 0JH** **No orders this week - Collection Only** **WESTB** **1 Westbourne Crescent, W2 3DB** **No Orders this week - Collection Only**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Collection	02/04/2025
Steven Wong	Messiah Property Ltd	**6 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **REPLACEMENT OF 1 BATH TOWEL**	Flat 2, 152 Lambeth Rd, SE1 7DF	Delivery & Collection	02/04/2025

Gunalan	GK Lettings	**40x SINGLE LINEN SET HIRE, POLYCOTTON** (2x PC, 1x DC, 1x BS, 1x HT,1x BT) **28x DOUBLE LINEN SET HIRE, POLYCOTTON** (4x PC, 1x DC, 1XBS, 2x HT, 2x BT) **28x INDIVIDUAL ITEM - BATHMAT** POLYCOTTON	2 Vincent Road, CR0 6ED, Croydon	Delivery & Collection	03/04/2025
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	03/04/2025
Steven Wong	Messiah Property Ltd	**6 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **6 Toiletry Kits** **6 Bathmats** **+** ***Collection & Replacement of 1 Double Bedsheet***	9 Lexham Gardens Mews, W8 5JQ	Delivery & Collecton	03/04/2025

Steven Wong	Messiah Property Ltd	**8 Double Linen Sets ,** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **4 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)	161A Brook Drive, SE11 4TG	Delivery & Collecton	03/04/2025
Steven Wong	Messiah Property Ltd	**Collection Only**	Flat 12 Peninsula Court, 121 East Ferry Rd, E14 3LH	Collection	03/04/2025
Blagovesta Kyuchukova	Building Clean London LTD	**4 DOUBLE LINEN SETS** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **4 BATH MATS** **4 KITCHEN TOWELS (Laundry Only)**	11 Stubbs Way, SW19 2UW	Delivery & Collection	03/04/2025
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	03/04/2025
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	04/04/2025
Steven Wong	Messiah Property Ltd	**x3 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x2 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **x2 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Basement Flat, 69 Marchmont St, WC1N 1AP	Delivery & Collection	04/04/2025

Andreea	Voyage Stay	**5 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **5 Bathmats**	55a Palliser Road, W14 9EB	Delivery & Collection	04/04/2025
Elena	Magic Stay London	**100 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	04/04/2025
Ahmad Hassan	Linden House Hotel	Double Bed Sheets 80 Single Bed Sheets 80 Pillowcases 100 Bath towels 200 Bathmat 80 100% Cotton White Only	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	04/04/2025

Blagovesta Kyuchukova	Building Clean London LTD	**SW5 9EE** **15 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) 20 kitchen towels (Laundry Only) 20 Bathmats SW18 5RL **Single Linen Sets 6** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **Double Linen Sets 6** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) Bath mat 20 Kitchen towels 10	57-59 Philbeach Gardens, SW5 9EE 244 Wimbledon Park Road, SW18 5RL	Delivery & Collection	04/04/2025
Younes	PTK	Flat 186, Berglen Court **x1 King Linen Set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) 10 Mossford Street, E3 4TH **2 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **1 Double Linen Set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **1 Super King Linen Set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **Cleaning Services** – Regular at both properties	Flat 186, Berglen Court, 7 Branch Rd, Limehouse, London, E14 7JZ 10 Mossford Street, E3 4TH	Delivery & Collection	06/04/2025

Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	06/04/2025