londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

31/03/2025 – 06/04/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£27,160.59

TOTAL INVOICES

47

NEW LEADS

21

QUOTES SENT

13

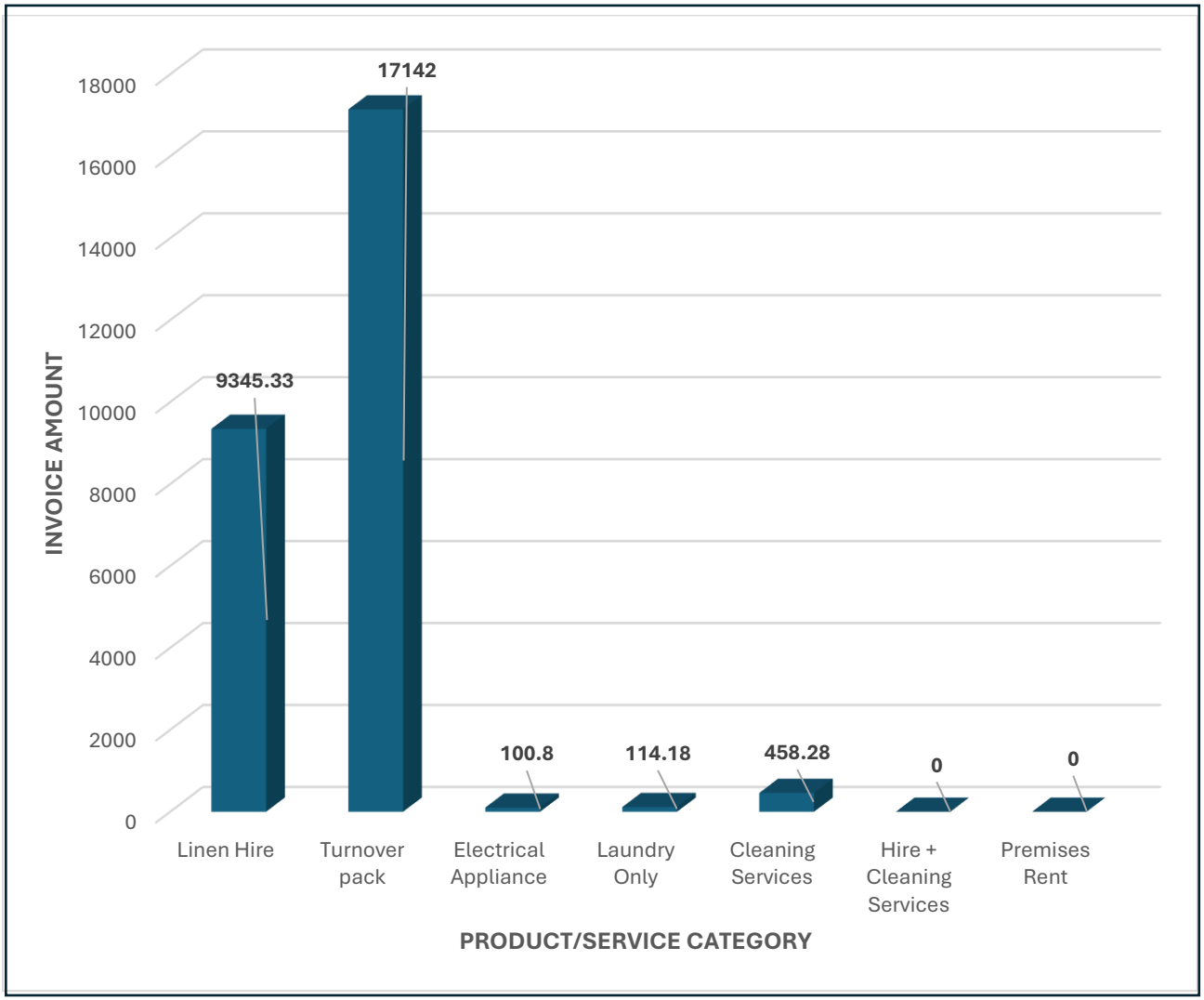
CONVERSIONS

0

ORDERS DELIVERED

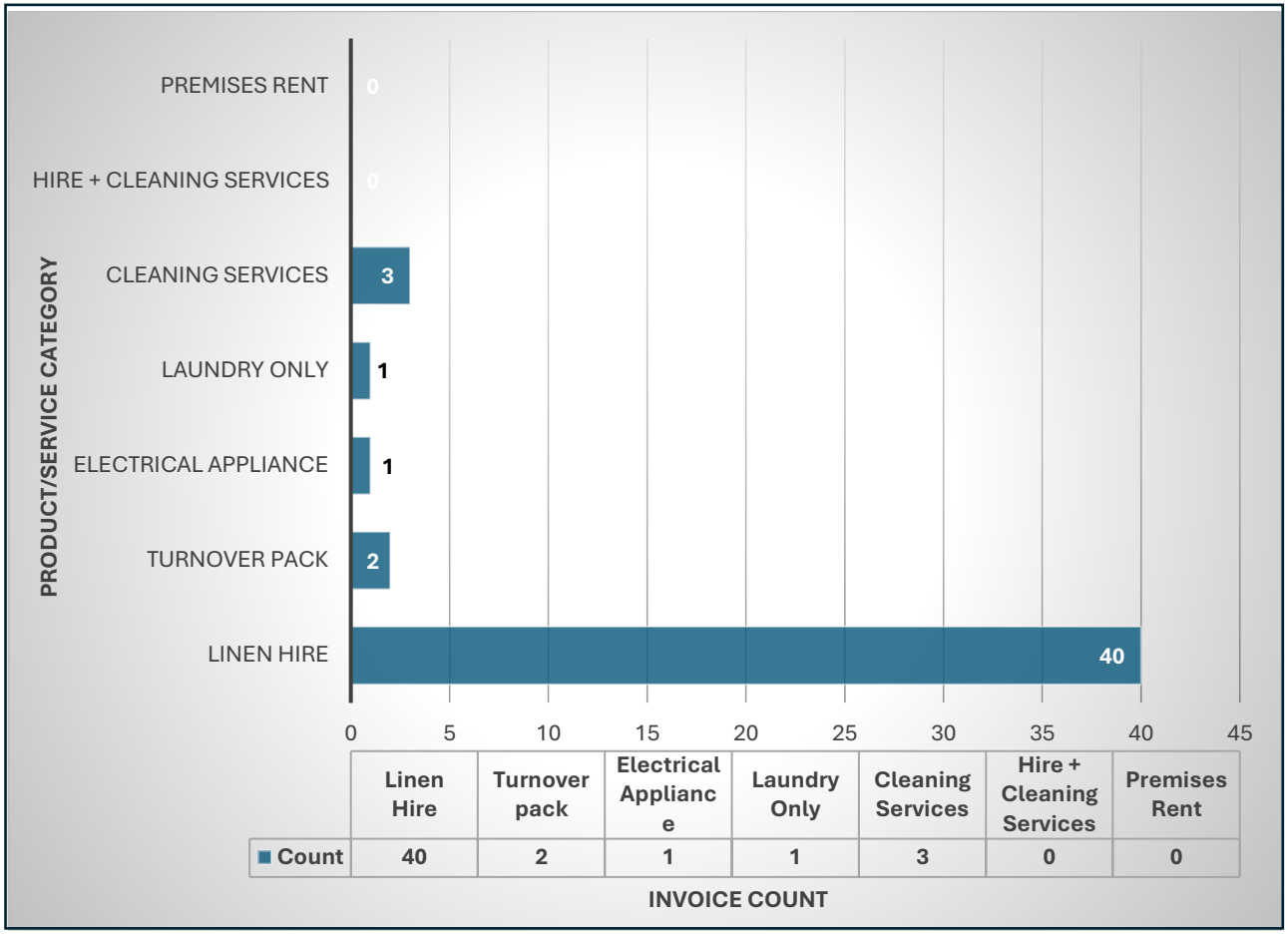
28

DETAILED GLANCE OF SALES – INVOICE AMOUNT



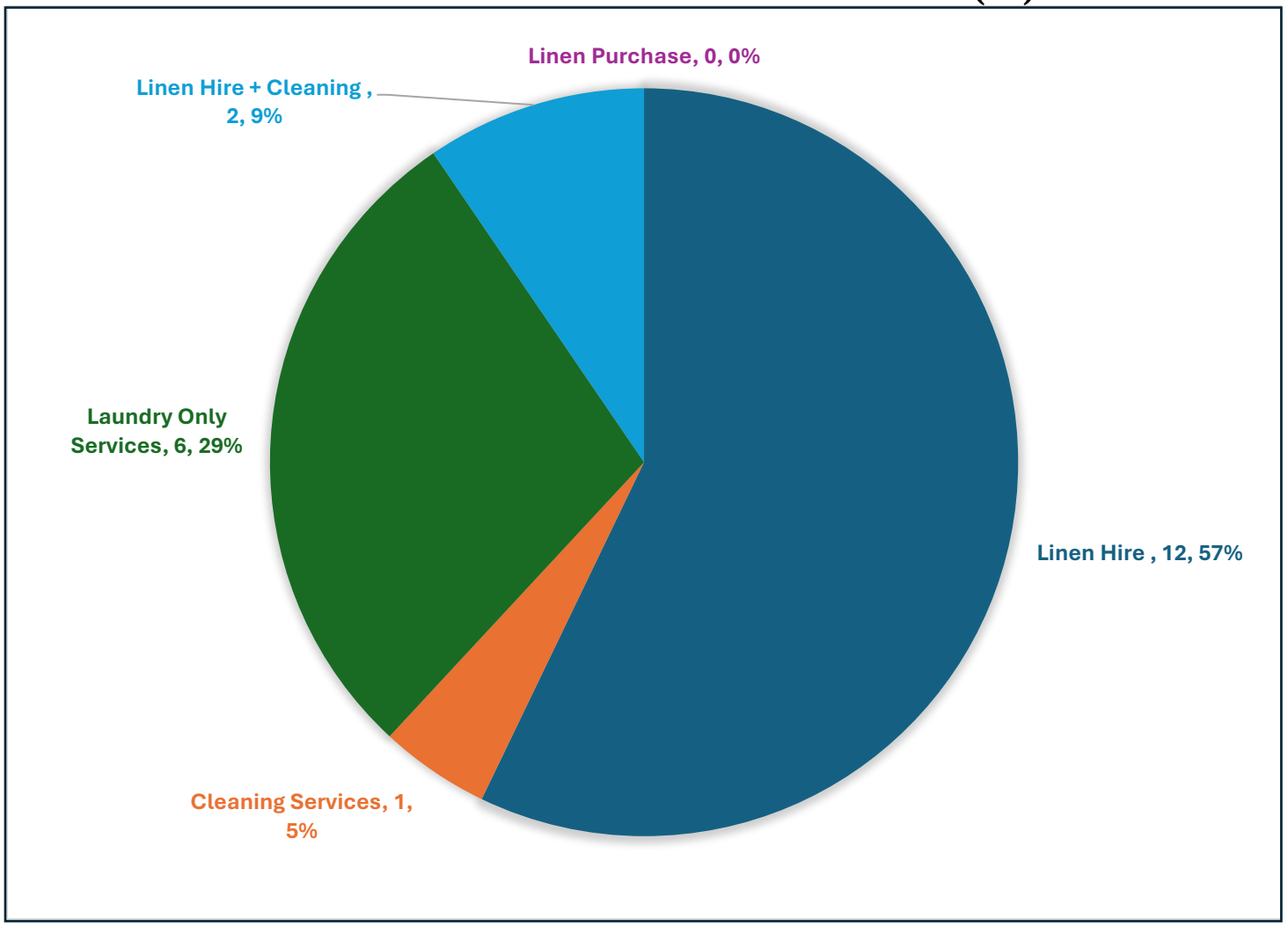
TOTAL AMOUNT: £27,160.59

DETAILED STATISTICS – INVOICE COUNT (47)

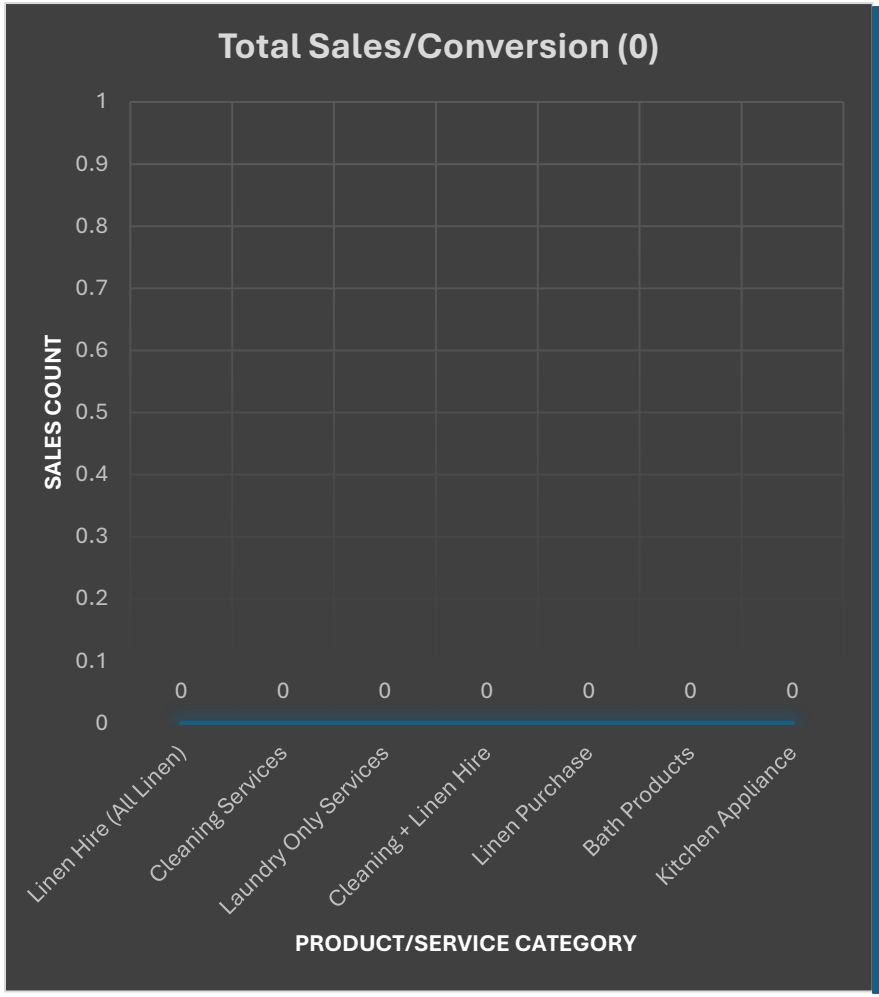


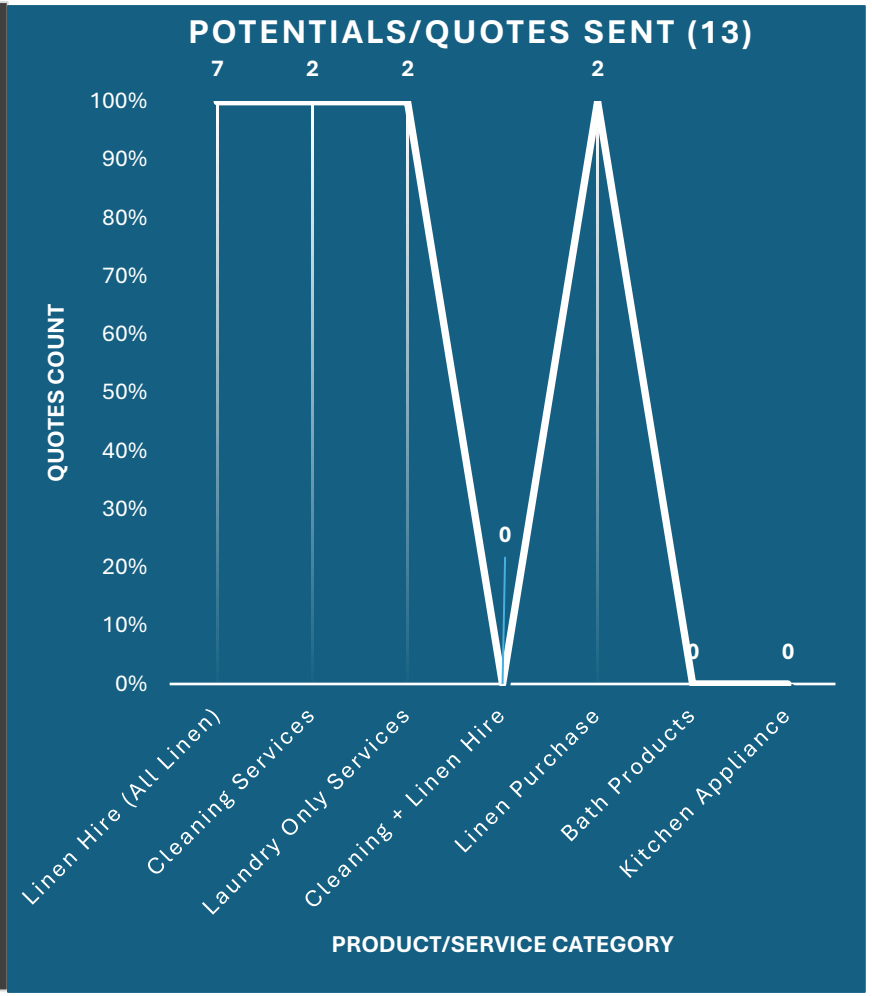
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services	Premises Rent
Count	40	2	1	1	3	0	0

LEADS RECEIVED DURING THE WEEK (21)

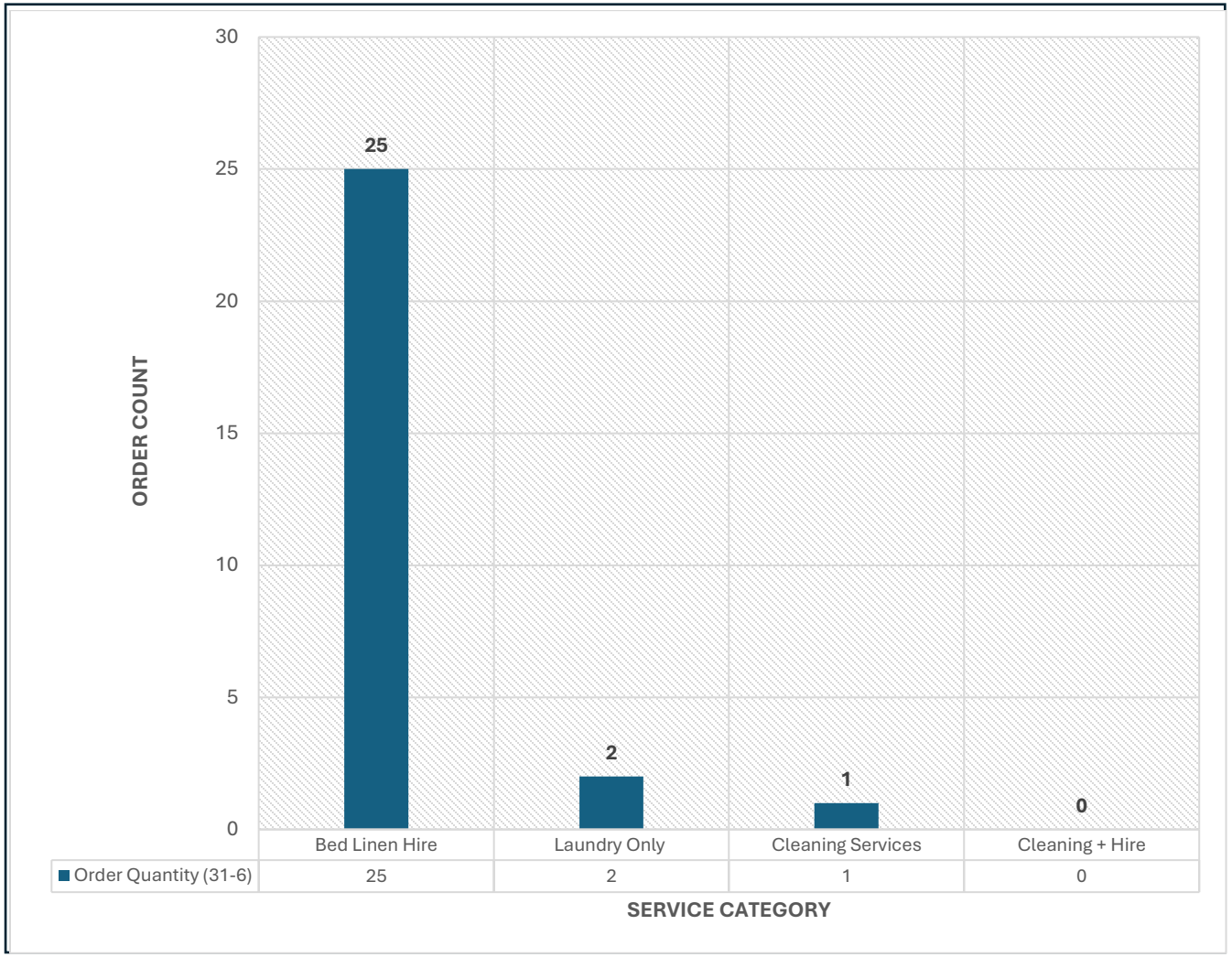


SALES TEAM ACTION





ORDERS DELIVERED DURING THE WEEK (28)



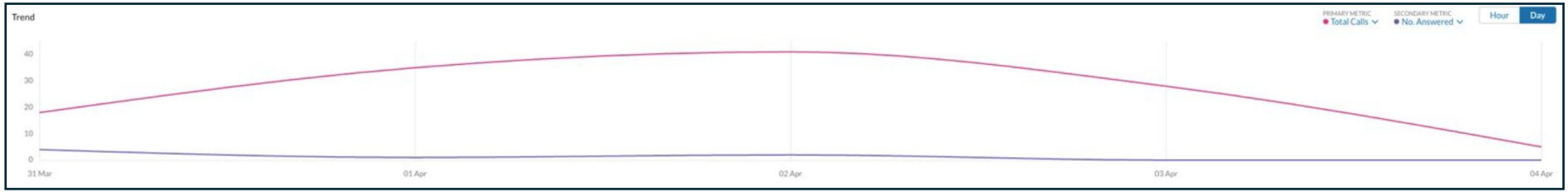
NOTE: Number of clients placed the order **- 17**

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha

Total Calls during 5 working days of the week**: 127**

Average calls: Calvin – **16 per day**, Suraksha – **15.67 per day**

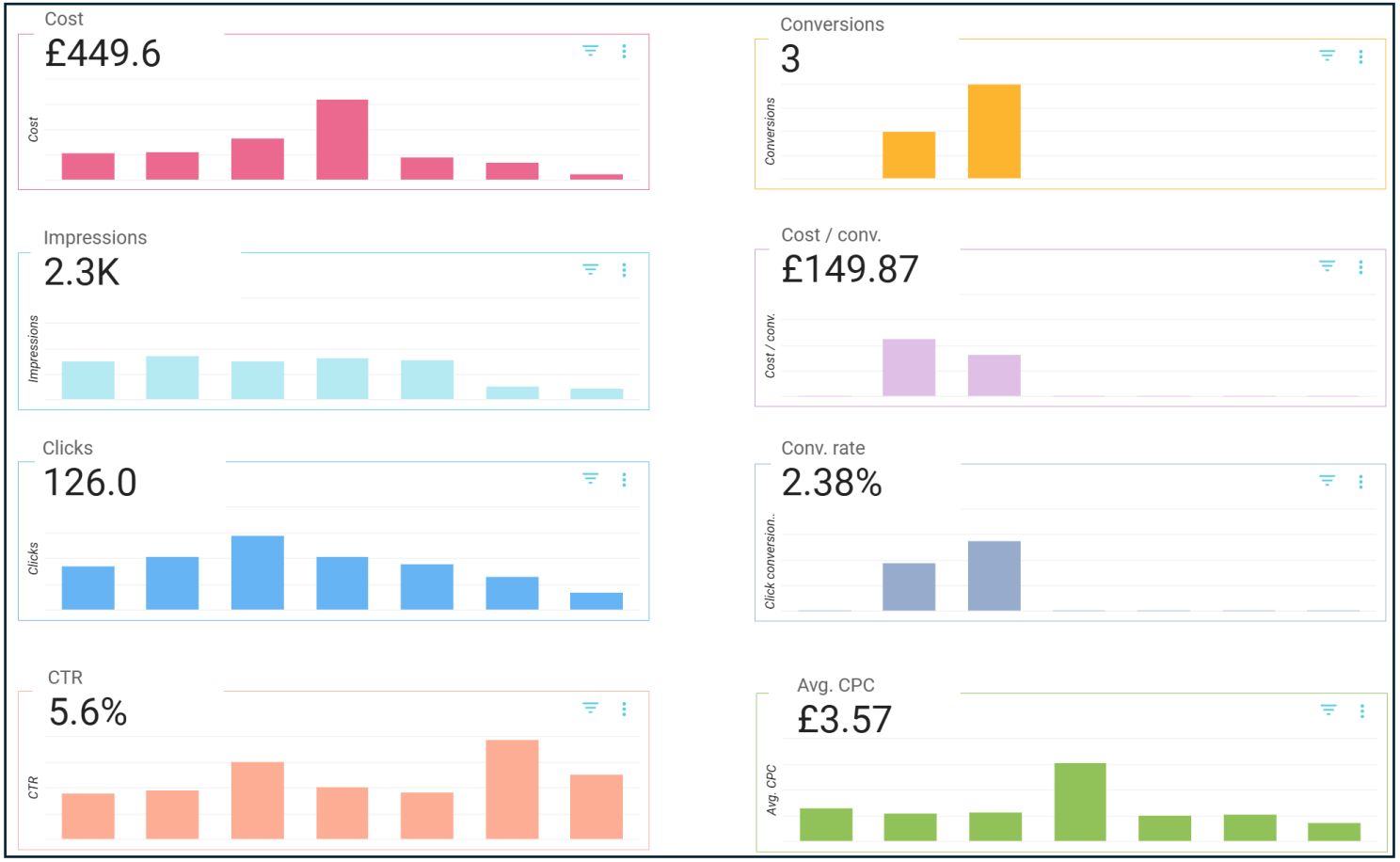


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	80	16.00	26	54	76.9%	02:07
Suraksha Joshua	709	47	9.40	2	45	50.0%	00:42

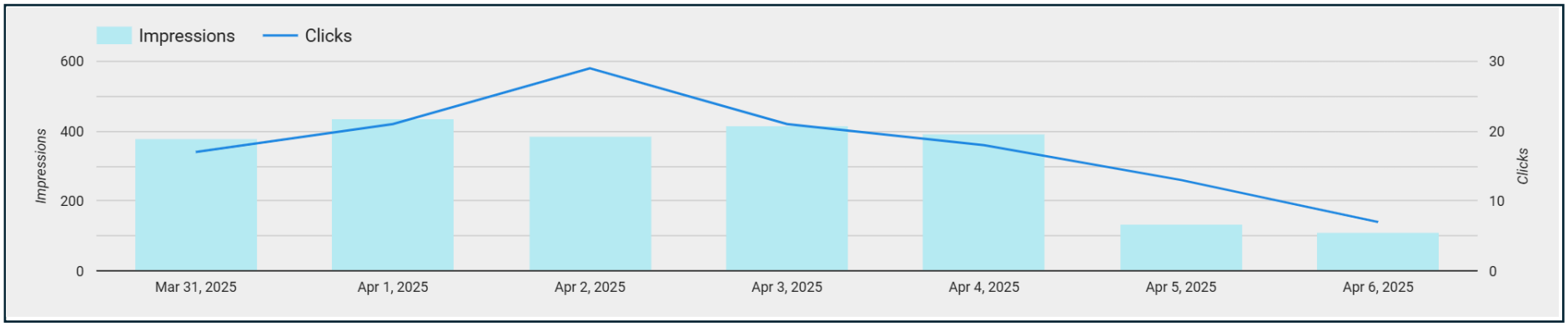
Note: Hospitality Office data above belongs to Calvin.
Average calls by Calvin is calculated based on 5 working days.
Average call by Suraksha is calculated based on 3 working days.
Abhishek is currently on leave.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

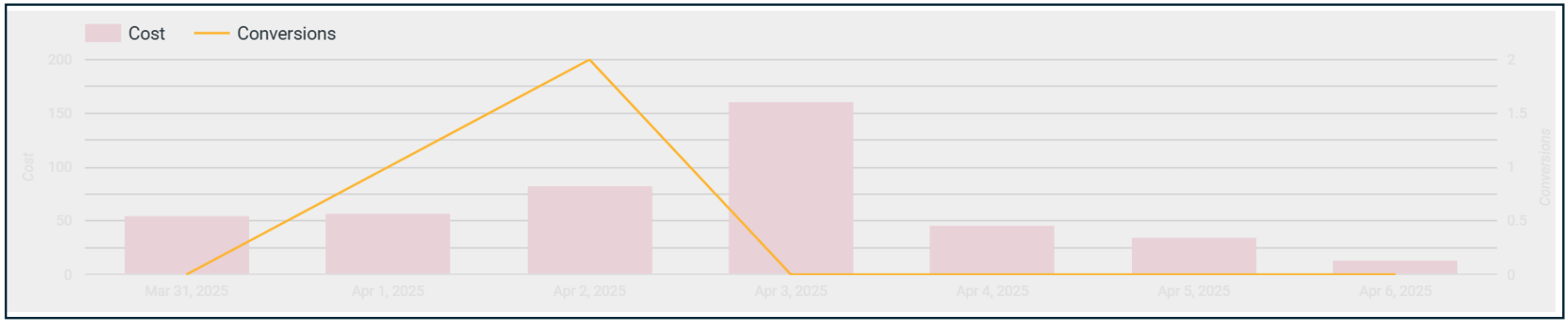
Google Ads
PERFORMANCE METRICS



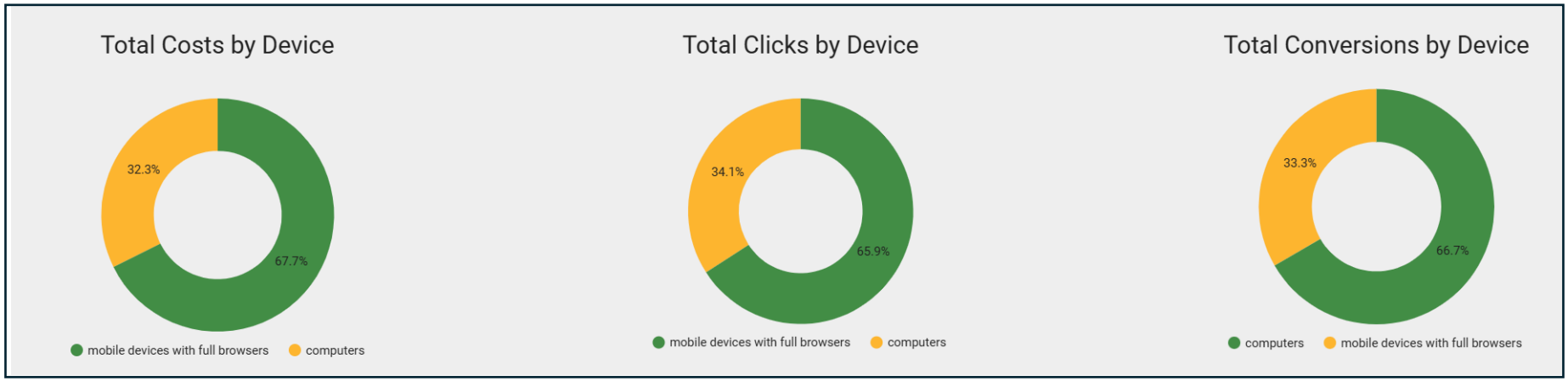
IMPRESSIONS 2.3K ↑ 78 & CLICKS 126.0 ↓ -10



CONVERSIONS 3 ↓ -1 vs COSTS £450 ↓ £-95.06



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£304	1,660	83	5%	£3.66	1	£304.19	1.2%
2.	computers	£145	582	43	7.39%	£3.38	2	£72.72	4.65%
3.	tablets with full browsers	£0	11	0	0%	£0	0	£0	0%
	Grand total	**£450**	**2,253**	**126**	**5.59%**	**£3.57**	**3**	**£149.87**	**2.38%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£245	1,490	64	4.3%	£3.82	1	£244.79	1.56%
Hire Services	£127	474	43	9.07%	£2.96	1	£127.36	2.33%
Cleaning Services	£45	156	6	3.85%	£7.44	1	£44.63	16.67%
Hire Services_UK	£33	133	13	9.77%	£2.53	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£450**	**2,253**	**126**	**5.59%**	**£3.57**	**3**	**£149.87**	**2.38%**

WEEKS HIGHLIGHT (31/03/2025 – 06/04/2025)

SALES

Promising Leads & Contracts Signed

1. **Ana Soria – Promising Lead**
   Estimated Quote amount - **£189.94 per week**
   Service requested – Tablecloth Hire
   Business – Personal Wedding
   Location – London
   Status – Visited the warehouse and would like to go ahead once she is back from her vacations.

2. **Tilly Fawcett – Promising Lead**
   Service Requested – Tablecloth hire
   Estimated quote amount - **£90.53**
   Business - Not disclosed
   Location – London
   Status – Event is on 10th May, but the client has changed their mind regarding the event as a whole. So, she is currently awaiting some feedback from them and then she will update me accordingly

3. **Azim, Pentagon Holdings – Promising Lead**
   Service Requested – Bed Linen Hire
   Estimated quote amount - **£1410 per week**
   Business – Hotel + Airbnb
   Status – Referred by current client – Westeen property. Based in East London and negotiating on prices for the 2 airbnb's as well so that they can be finalised together.

4. **Alex Manville, Hales – Promising Lead**
   Service Requested - Linen Hire + Cleaning services
   Estimated quote amount - **£632**
   Business - 5 Airbnb properties

Location – London

5. **Babak Ardakani, Barking Hotel – Promising Lead**
   Service Requested - Linen Hire
   Estimated quote amount - **£113.64**
   Business - 25 rooms Hotel
   Location – Barking, London
   Status – Negotiating on prices and requested for samples to review the quality. Mostly, it will be a bulk order if the contact is signed.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **3**

Cost per Conversion to CRM - **£149.87**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£45**
   Leads generated – **1**
2. Hire Ads spent - **£160**
   Leads generated – **1**
3. Laundry Ads spent - **£245**
   Leads generated – **1**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion (31-6)	Potentials/Quotes Sent (31-6)
Linen Hire (All Linen)	0	7
Cleaning Services	0	2
Laundry Only Services	0	2
Cleaning + Linen Hire	0	0
Linen Purchase	0	2
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**0**	**13**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	40	9345.33
Turnover pack	2	17142
Electrical Appliance	1	100.8
Laundry Only	1	114.18
Cleaning Services	3	458.28
Hire + Cleaning Services	0	0
Premises Rent	0	0
Total	**47**	**27160.59**

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	12
Cleaning Services	1
Laundry Only Services	6
Linen Hire + Cleaning	2
Linen Purchase	0
GRAND TOTAL	**21**

SALES CALL DATA

Number of Calls	Average call/day	Working Days
80	16.00	5
47	15.67	3
127	**31.67**	**8**

TENTATIVE SCHEDULE FOR NEXT WEEK (07/04/2025 – 13/04/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day
Steven Wong	Messiah Property Ltd	**6 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **3 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	79 Maidenstone Hill, SE10 8SY	Delivery & Collection	07/04/2025
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	07/04/2025
Ahmad Hassan	Linden House Hotel	Double Sheets: 60 Single Sheets: 60 Pillowcases: 200 Bath Towels: 250 Bathmats: 80 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	07/04/2025
Blagovesta Kyuchukova	Building Clean London LTD	**30 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	07/04/2025

Ahmad Hassan	Linden House Hotel	150 Bath Towels 100 Pillowcases 20 Double Sheets ***Remainder of items initally scheduled for delivery 7/04***	4-6 Sussex Pl, Tyburnia, London W2 2TP	Redelivery	08/04/2025
Blagovesta Kyuchukova	Building Clean London LTD	**Collection Only** *Items to collect are on site located in Shed, no key needed for entry*	244 Wimbledon Park Road, SW18 5RL	Collection	08/04/2025
Steven Wong	Messiah Property Ltd	**4 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) 4 Bathmats	Flat 1, 26 Lupus Street, SWIV 3DZ	Delivery & Collection	08/04/2025
Shane Woods	Leiso Property Ltd	16 Pillowcases 4 King Size Duvet Covers 4 Double Bed Sheets (Flat) 8 Bath Towels 8 Hand Towels 4 Bathmats	114 Warneford Road, HA3 9HY	Delivery & Collection	08/04/2025

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	08/04/2025
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	09/04/2025

Heidi Kampa	La Bibliotheque	**16 x Super King Bedsheets** **16 x Super King Duvet covers** **64 x Pillowcase** **20 x Bath Towels** ***Please include red bags and Laundry bags for deliveries and collections per client request***	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	09/04/2025
Olivia	Caius Capital LLP	**20 Bath Towel Hire**	Caius Capital LLP, 2 Park Street, London, W1K 2HX	Delivery & Collection	09/04/2025
Andreea	Voyage Stay	**5 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **5 Bathmats**	66 Hereford Road, W2 5AJ	Delivery & Collection	09/04/2025

Ahmad Hassan	Linden House Hotel	Double Sheets: 60 Single Sheets: 60 Pillowcases: 200 Bath Towels: 250 Bathmats: 80 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	09/04/2025
Clarissa Soccenti	London Urban Escape Ltd	**14 Camden High Street, London, NW1 0JH** **20 BATHMATS (POLYCOTTON)** ***Plus items taken by mistake by driver, client has provided this previously and linen team aware*** **WESTB** **1 Westbourne Crescent, W2 3DB** **10 King Linen sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collecton	09/04/2025

Syed Shah	Estatesmen Ltd	**POLYCOTTON (RENTAL + LAUNDRY)** **2x KING SIZE LINEN SET** (4x PC, 1x DC, 1x BS, 2x BT, 2x HT) **4x SUPER KING SIZE LINEN SET** (4x PC, 1x DC, 1x BS, 2x BT, 2x HT)	51 Kendal Street, W2 2BP DAY: 10/04/2025	Collection	09/04/2025
Pam Nash	Tottenham Abode	**26 Roslyn Road, N15 5ET - Delivery & Collection** **5 Double Linen Sets** (x2 PC, x1 BS, x1 DC) **2 Singles Linen Sets** (x1 PC, x1 BS, x1 DC) 12 Bath Towels 12 Hand towels **18 Dunloe Avenue, London, N17 6LA** **6 Single Linen Sets** (x1 PC, x1 BS, x1 DC) **1 Double Linen Set** (x2 PC, x1 BS, x1 DC) 8 Bath Towels 8 Hand Towels	26 Roslyn Road, N15 5ET **Delivery & Collection** 18 Dunloe Avenue, London, N17 6LA **Delivery & Collection**	Delivery & Collecton	10/04/2025

Johnny Romana	Airbnb	**20 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **15 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **60 Bath Towels** **60 Hand Towels** **25 Bath mats**	29 Ridge Hill London NW11 8PR	Delivery & Collecton	10/04/2025
Nima	Key Bridge Ltd	72 Parkway, NW1 7AH **20 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) 20 Bathmats 253 Royal College Street, NW1 9LU **20 Double Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)** 20 Bathmats	72 Parkway, NW1 7AH 253 Royal College Street, NW1 9LU	Delivery & Collecton	10/04/2025
Steven Wong	Messiah Property Ltd	**5 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **8 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	Flat 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG	Delivery & Collecton	10/04/2025

Blagovesta Kyuchukova	Building Clean London LTD	**40 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **14 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **30 Bathmats** **30 Kitchen towels (Laundry only)** **x2 Super King Linen Sets (Replacement)** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) ***Requested as client reported dirty items were sent to her initially***	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	10/04/2025
Syed Shah	Estatesmen Ltd	**POLYCOTTON (RENTAL + LAUNDRY)** **8x DOUBLE LINEN SETS** (4x PC, 1x DC, 1x BS, 2x BT, 2x HT) **12x KING SIZE LINEN SET** (4x PC, 1x DC, 1x BS, 2x BT, 2x HT) **8x SUPER KING SIZE LINEN SET** (4x PC, 1x DC, 1x BS, 2x BT, 2x HT) **10x BATHMAT**	51 Kendal Street, W2 2BP DAY: 10/04/2025	Delivery Only	10/04/2025
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	11/04/2025
Corentin Muller	Seeker Estates LTD	**50 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **50 Bathmats**	Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London NW1 5RH	Delivery	11/04/2024

Nima	Key Bridge Ltd	76 Neal Street, WC2H 9AJ **20 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) 20 Bathmats 3 Golders Green Road, NW11 8DY **20 Double Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)** 20 Bathmats	76 Neal Street, WC2H 9AJ 3 Golders Green Road, London, NW11 8DY	Delivery & Collection	11/04/2025
Chris Grace	Walker Reinhart	**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 Lane, London, England, SW6 4HH	Delivery & Collection	11/04/2025
Ahmad Hassan	Linden House Hotel	Double Sheets: 60 Single Sheets: 60 Pillowcases: 200 Bath Towels: 250 Bathmats: 80 **100% Cotton White Only**	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	11/04/2025

Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	13/04/2025