londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

21/04/2025 – 27/04/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£23,019.96

TOTAL INVOICES

31

NEW LEADS

6

“”

QUOTES SENT

8

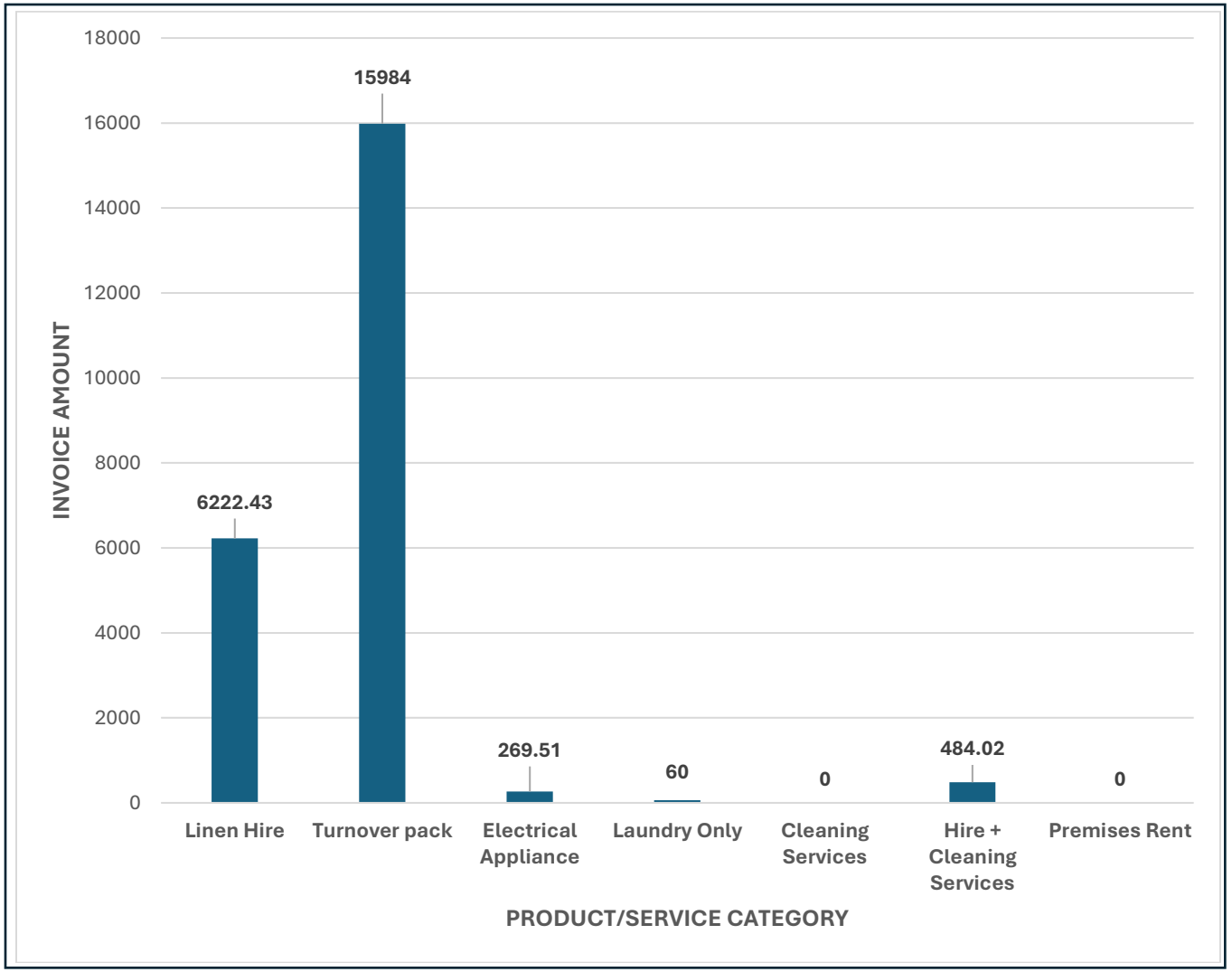
CONVERSIONS

1

ORDERS DELIVERED

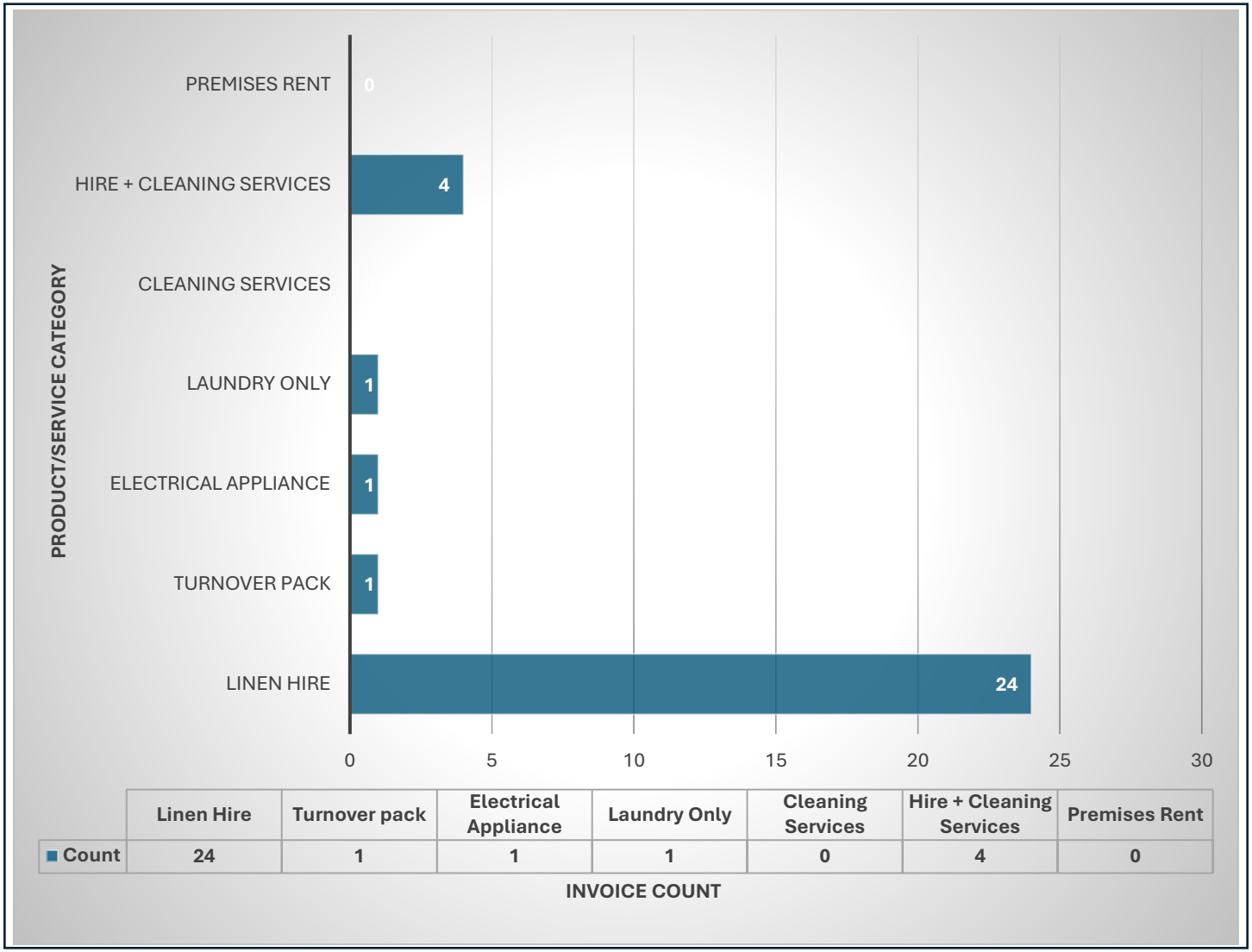
31

DETAILED GLANCE OF SALES – INVOICE AMOUNT



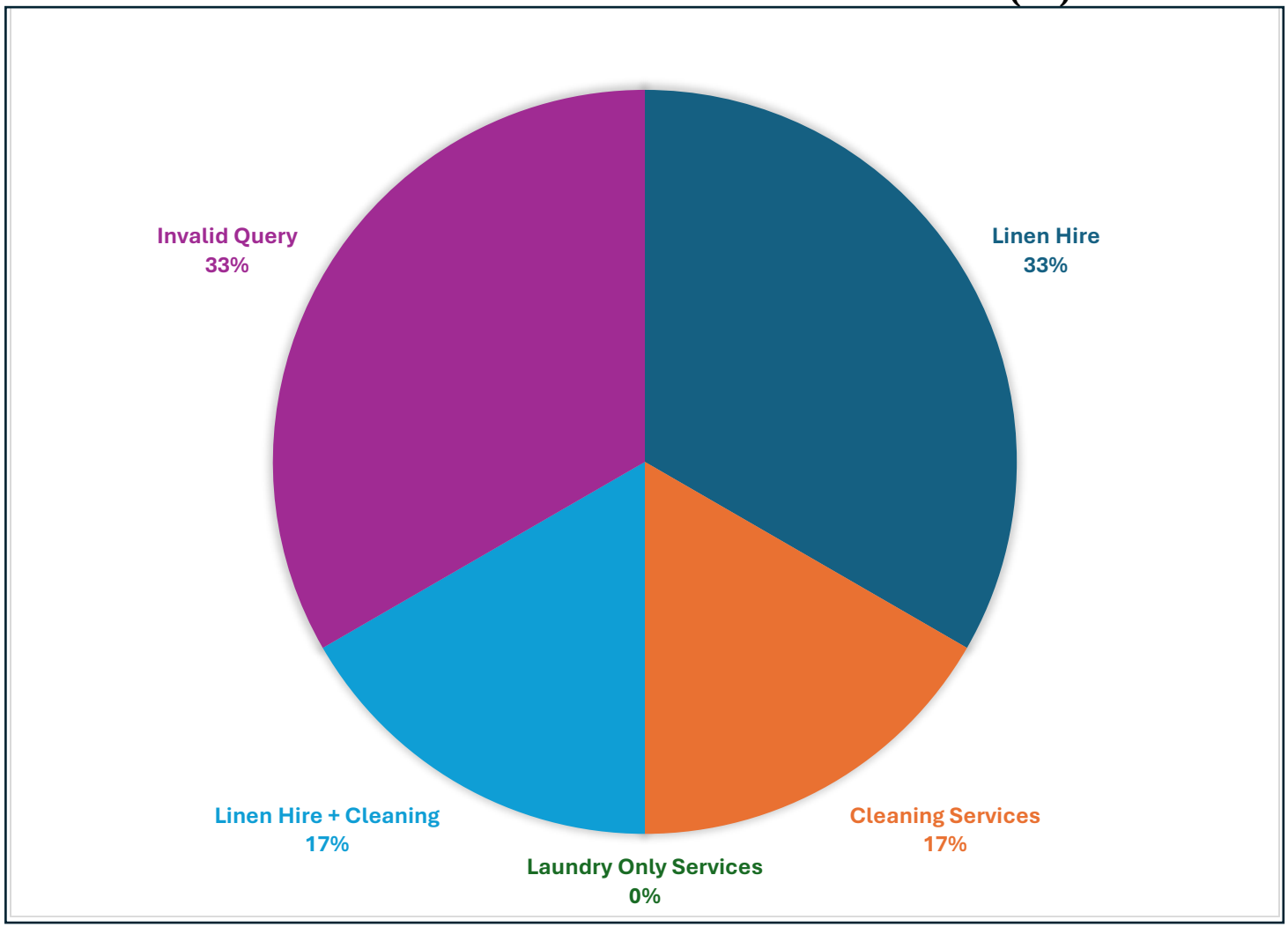
TOTAL AMOUNT: £23,019.96

DETAILED STATISTICS – INVOICE COUNT (31)

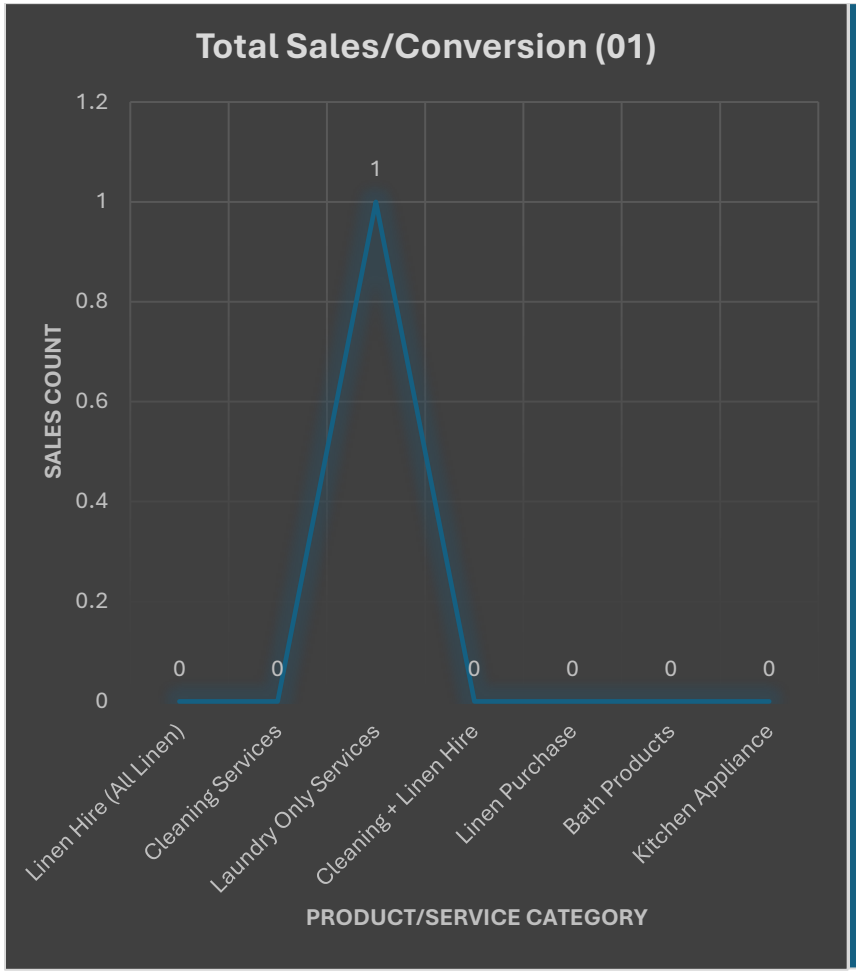


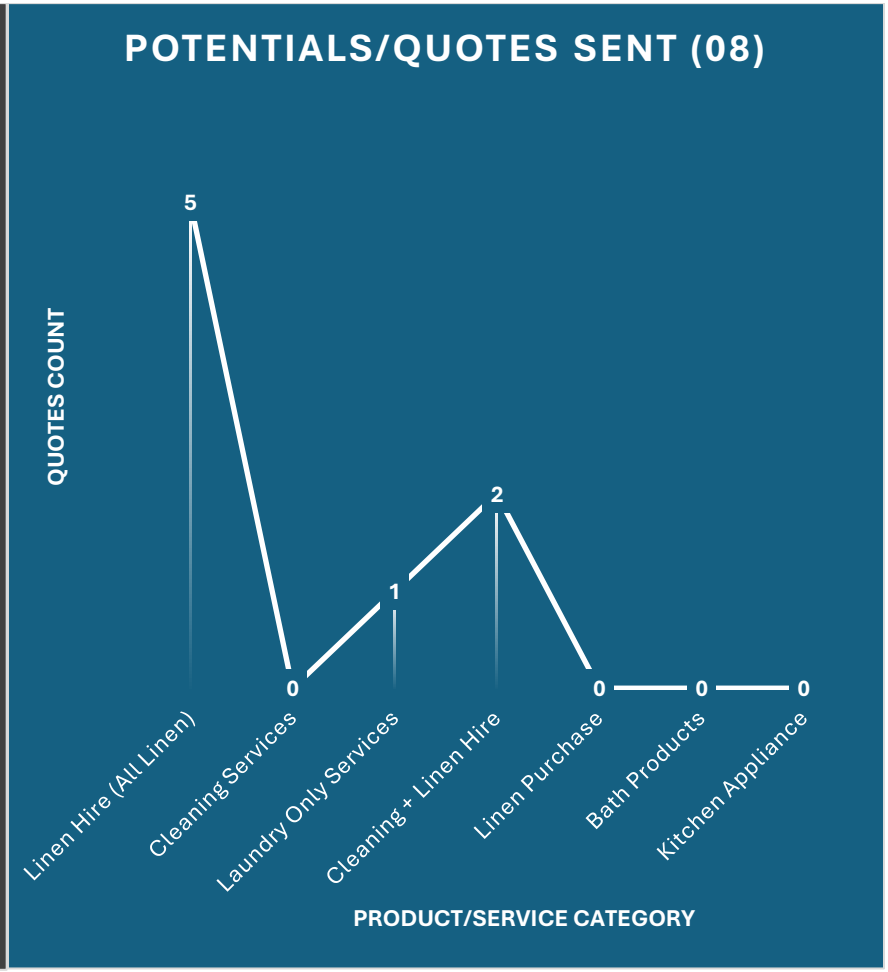
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Hire + Cleaning Services	Premises Rent
Count	24	1	1	1	0	4	0

LEADS RECEIVED DURING THE WEEK (06)

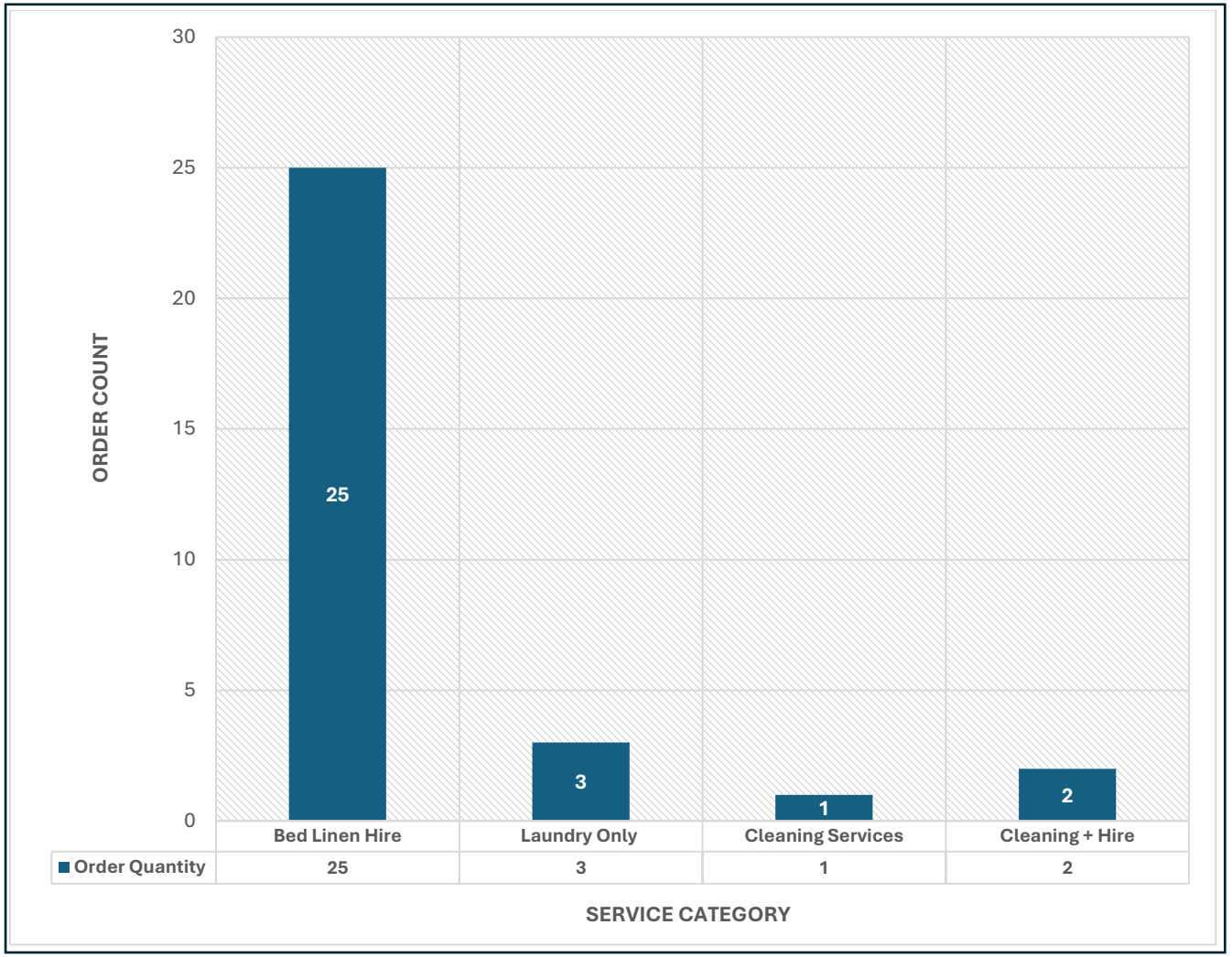


SALES TEAM ACTION





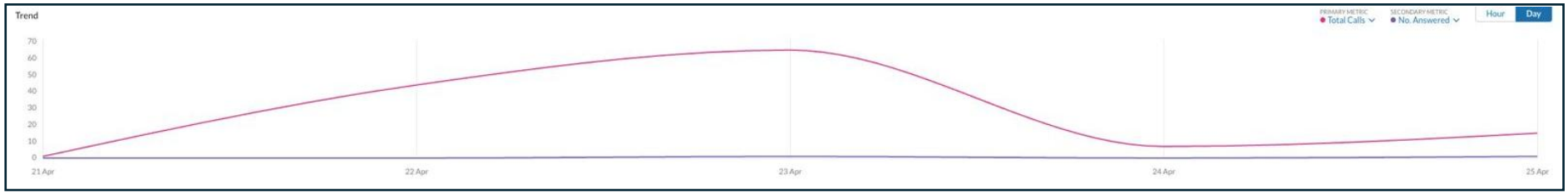
ORDERS DELIVERED DURING THE WEEK (31)



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

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha
Total Calls during 5 working days of the week**: 132**
Average calls: Abhishek – 4.00 **per day**, Calvin – 5.50 **per day,** Suraksha – 47 **per day**



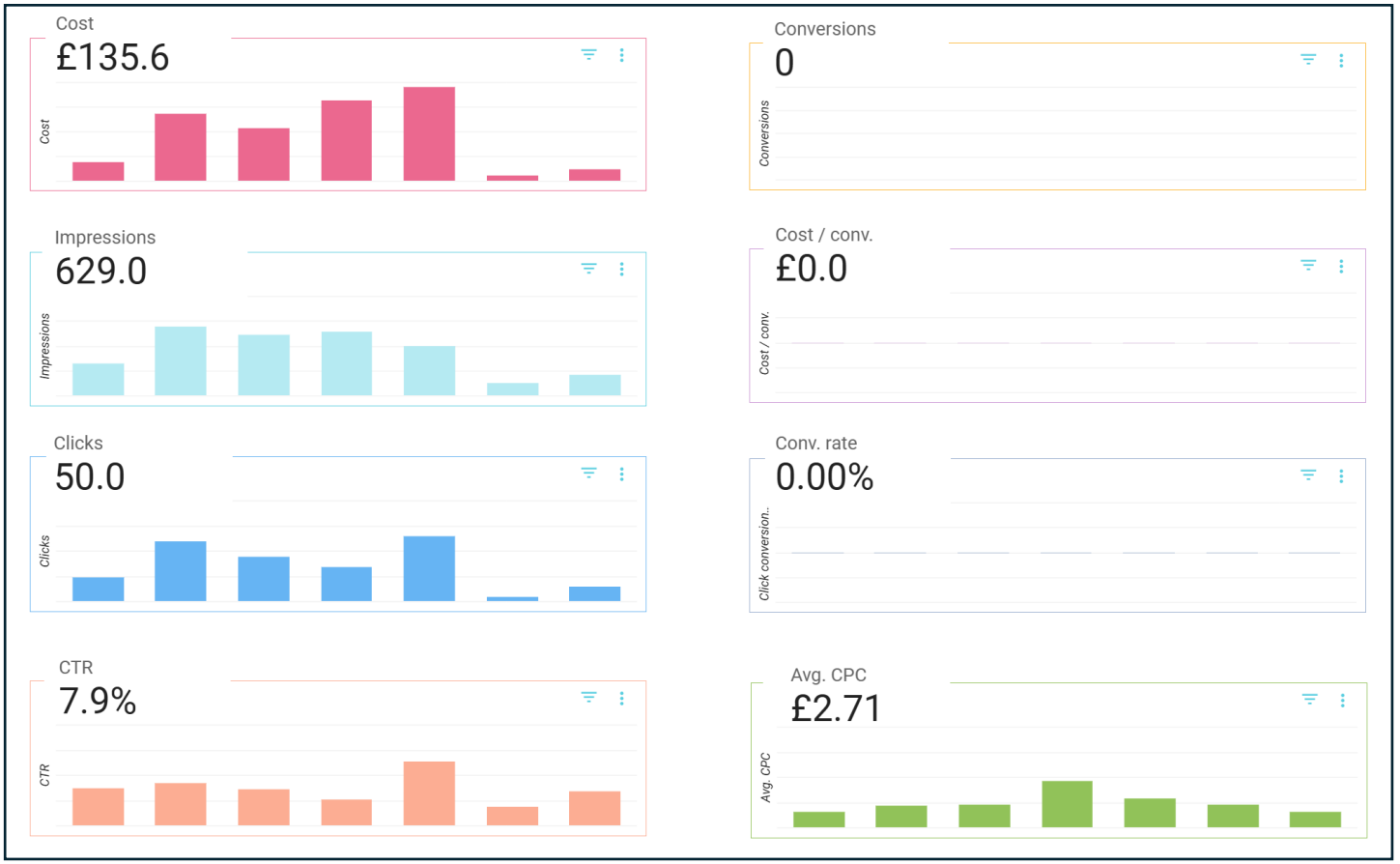
Users Select Columns — Total 3 Users — Show: 100

Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	16	3.20	1	15	0.0%	01:04
Hospitality Office	704	22	4.40	22	0	100.0%	00:00
Suraksha Joshua	709	94	18.80	6	88	83.3%	00:17

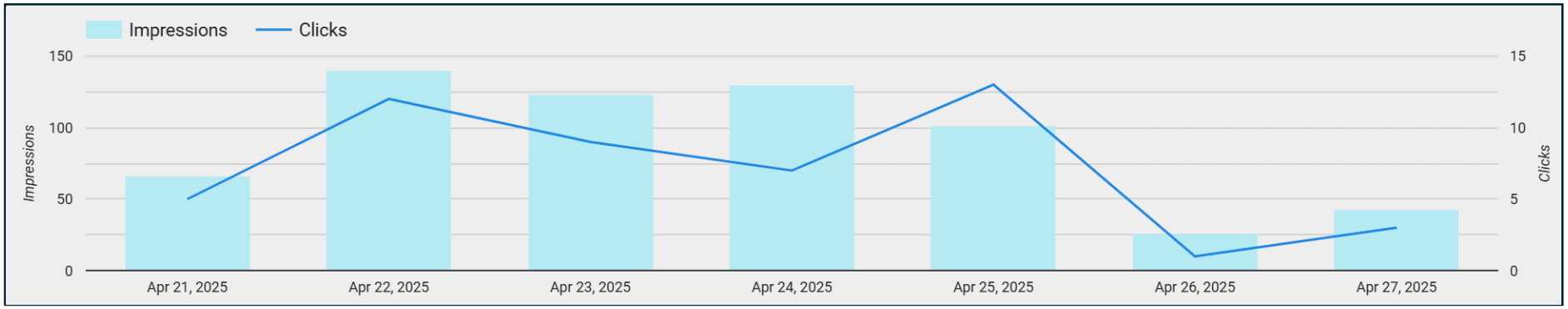
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 4 working days as Monday was a Bank holiday during the week.
Average call by Suraksha is calculated based on 2 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

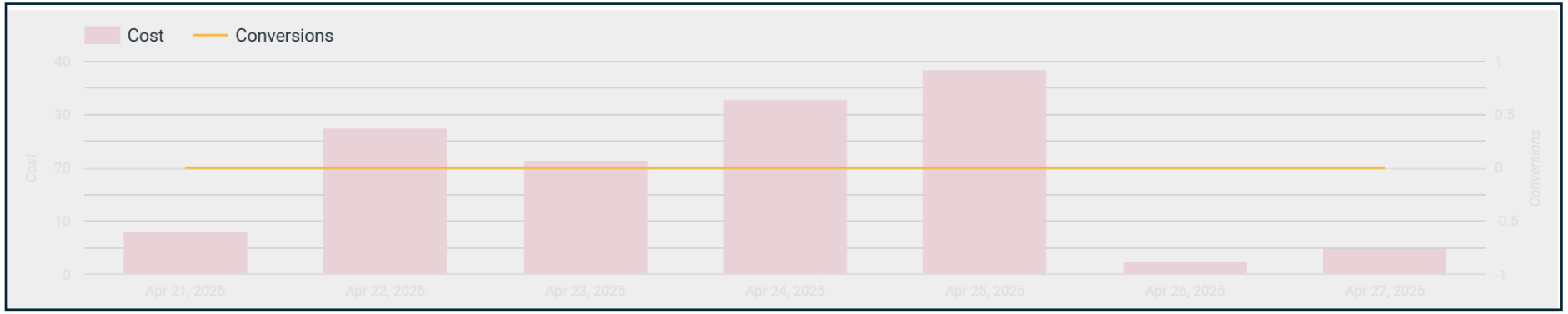
Google Ads
PERFORMANCE METRICS



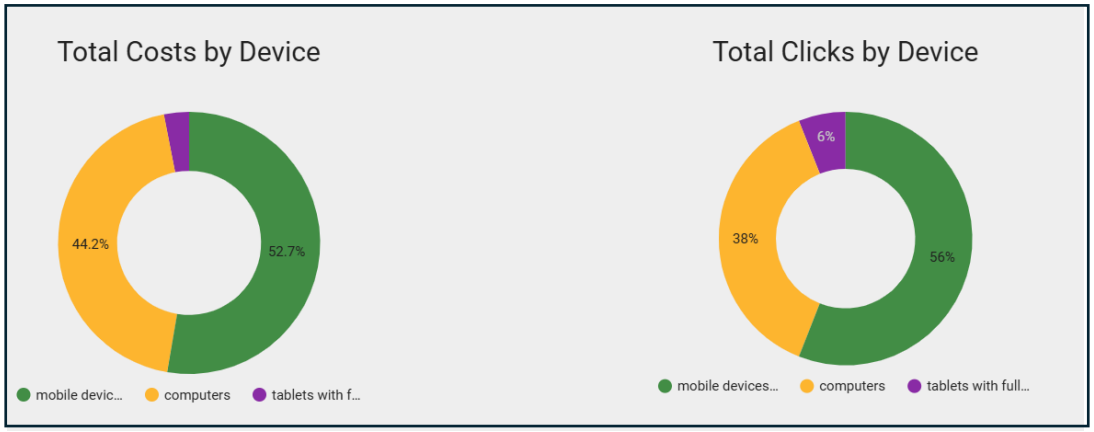
IMPRESSIONS 629.0 -6 & CLICKS 50.0 1



CONVERSIONS 0 -1 vs COSTS £136 £-53.15



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£71	433	28	6.47%	£2.55	0	£0	0%
2.	computers	£60	192	19	9.9%	£3.16	0	£0	0%
3.	tablets with full browsers	£4	4	3	75%	£1.4	0	£0	0%
	Grand total	**£136**	**629**	**50**	**7.95%**	**£2.71**	**0**	**£0**	**0%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Cleaning Services	£53	181	14	7.73%	£3.82	0	£0	0%
Hire Services	£52	304	25	8.22%	£2.1	0	£0	0%
Hire Services_UK	£30	144	11	7.64%	£2.71	0	£0	0%
Laundry Services	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£136**	**629**	**50**	**7.95%**	**£2.71**	**0**	**£0**	**0%**

WEEKS HIGHLIGHT (21/04/2025 – 27/04/2025)

SALES

Promising Leads & Contracts Signed

1. **Natalie Emmerson – Contract Signed**
   Service requested – Housekeeping Services (Linen Hire + Cleaning)
   Estimated Quote amount - **£210 per order**
   Business – Airbnb property
   Location – 8 Broxash Road London SW11 6AB
   Status – Order to be started from 10th May 2025.

2. **George Mills – Promising Lead**
   Service requested – Linen Hire
   Estimated Quote amount - **£287 per order**
   Business – Airbnb
   Location – West London
   Status – Still waiting for the warehouse visit to be scheduled.

3. **Charlotte Knapp – Promising Lead**
   Service Requested – Linen Hire (Napkin)
   Estimated quote amount - **£81.30 per week**
   Business – For personal use: Wedding on 13th June 2025
   Status - They would like to go ahead but the quantity looks low.

4. **Alex Manville Hales – Still Chasing**
   Service Requested – Linen Hire + Cleaning services
   Estimated quote amount - **£632 per order**
   Delivery Location – 6 properties based in London
   Status – Feedback awaited. No response received so far.

Takeaway

1. **Johnson – Qualified Lead**
   Service Requested - Linen Hire + Cleaning Services
   Estimated quote amount - **£95 per order**
   Frequency – 5 to 7 days a week
   Business - Airbnb
   Location – E16 2SQ
   Status – Sent the quotation and waiting for the feedback and reviewing the internal operations feasibility with upper management.

2. **Jitendra Sahu – Qualified Lead**
   Service Requested – Commercial Cleaning + Linen Hire
   Estimated quote amount - **£132.50 per order**
   Business - Airbnb property
   Location – SE15 4UR
   Status – Negotiating for the cleaning prices. In terms of Linen Hire, would like to go ahead with the polycotton fabric.

3. **Sonal Garg – Qualified Lead**
   Service Requested – Linen Hire
   Estimated quote amount – **£450 per week**
   Business – Hotel with 20 rooms
   Location - TW18 2RA
   Feedback – Samples well received last week. He found the quality Okay and currently negotiating for the prices and asked for 20% discount.

4. **Jurgita Stonyte – Negative**
   Service Requested – Laundry services (Or Low Linen Hire)
   Estimated quote amount – **£63 per order**
   Business – Office
   Feedback – Quantity for Towel Hire (25 towels) looked quite low from Hiring perspective. Therefore, purchase + Laundry service was offered to the prospect after discussing with the management, but the prospect was only looking for Linen hire services at this stage.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion to CRM - **£135.6**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£53**
   Leads generated – **0**
2. Hire Ads spent - **£82**
   Leads generated – **0**
3. Laundry Ads spent - **£0**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

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

INVOICE DETAILS

Category	Count	Amount
Linen Hire	24	6222.43
Turnover pack	1	15984
Electrical Appliance	1	269.51
Laundry Only	1	60
Cleaning Services	0	0
Hire + Cleaning Services	4	484.02
Premises Rent	0	0
Total	**31**	**23019.96**

Number of clients placed the order - 19

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	25
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	2
Total	**31**

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	2
Cleaning Services	1
Laundry Only Services	0
Linen Hire + Cleaning	1
Invalid Query	2
GRAND TOTAL	**6**

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	22	5.50	4
Abhishek	16	4.00	4
Suraksha	94	47.00	2
GRAND TOTAL	**132**	**56.50**	**10**
Monday was a Bank holiday.			

TENTATIVE SCHEDULE FOR NEXT WEEK (29/04/2025 – 04/05/2025)

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	28/04/2025
Ilham	Nawsa Properties Ltd	**1 Single Linen Set** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **2 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **2 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat 4 Steel Back House, 102 Renwick Road, Barking, IG11 0PE	Delivery & Collection	28/04/2025
Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x200 Pillowcases x300 Bath towel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	28/04/2025
Ibrahim	Afaad Properties	**Pillowcase - 8** **Double bed sheets - 3** **Double duvet - 3** **Bath towel - 6** **Hand towel - 4** *Property clean and linen change over on beds*	Flat 1 Lavender HSE, Dairy Farm Place, Queens Rd, SE15 2NE	Delivery, Cleaning & Collection	28/04/2025

Anna	Pass the Keys	**2x Single Set** **2x Double Set** **Property Clean**	40 Manchester Groove	Delivery, Cleaning & Collection	28/04/2025
Elena Ferrara	Magic Stay London	**100 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Delivery & Collection	28/04/2025
Blagovesta Kyuchukova	Building Clean London LTD	**Collection Only**	11 Stubbs Way, London, SW19 2UW	Collection	28/04/2025
Heidi Kampa	La Bibliotheque	**x24 Pillowcases** **x6 Hand towels** **x6 Bath towels** **x6 Super King Duvet Cover** **x6 Super King Bed Sheet**	A01 Leyton Industrial Village, E10 7QP	Collection from Warehouse	28/04/2025
Blagovesta Kyuchukova	Building Clean London LTD	**10 Double Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)** **5 Super King Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)**	174 Tooting High Street, SW17 0RT	Delivery & Collection	28/04/2025

Blagovesta Kyuchukova	Building Clean London LTD	**10 Double Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)** **6 King Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)** **6 Single Linen Sets** **(x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)**	244 Wimbledon Park Road SW18 5RL	Delivery & Collection	28/04/2025
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	29/04/2025

Clarissa Soccenti	London Urban Escape Ltd	**14 Camden High Street, London, NW1 0JH** **15x KING SETS (King Linen Set Hire (Bed + Bath), polycotton White)** **15x bathmats (polycotton White)** **WESTB** **1 Westbourne Crescent, W2 3DB** **15x king sets (King Linen Set Hire (Bed + Bath), 100% Cotton White)** **15x bathmats (King Linen Set Hire (Bed + Bath), 100% Cotton White)**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collecton	29/04/2025
Sanjay	Khaya Getaways	**Collection Only**	Flat B, 429-431 Wick Lane, Bow, E3 2JG	Collection	29/04/2025
Jojo Gayne	Jojos	**3 Super King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **3 Double Linen sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	13 Heathfield Court, Avonley Road, London SE14 5AP	Delivery & Collection	29/04/2025

Mina Shiraze	Airbnb / Guest Houses	**140 Clitterhouse – 9 Double Bed Linen Sets** (x2 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	30/04/2025
Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x200 Pillowcases x300 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	30/04/2025
Yuliya Trefilova	YBB Rent	7 king duvet covers 7 king sheets 22 pillowcases 12 bath towels 22 hand towels 8 single duvets 8 single sheets	Flat 2, 179 Battersea Park Road, SW8 4LR	Delivery & Collection	30/04/2025

Heidi Kampa	La Bibliotheque	**16 x Super King Duvet Covers** **16 x Super King bed sheets** **32 x Bath towels** **64 x Pillowcases** ***Please include red bags and laundry bags for deliveries and collections per client request***	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	30/04/2025
Corentin Muller	Seeker Estates Ltd	**50 Double Set with Bathmats** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) **20 Super King with Bathmats** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) **20 King Set with Bathmats** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)	Self-Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH	Delivery & Collection	01/05/2025
Steven Wong	Messiah Property Ltd	**6 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **6 Bathmats** **1 Double Linen Set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	9 Lexham Gardens Mews, W8 5JQ	Delivery & Collection	01/05/2025
Jennifer Atienza	Pankhurst London	**Laundry Only - 50 Hand Towels to collect**	Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU	Delivery & Collection	01/05/2025

Pam Nash	Tottenham Abode	**26 Roslyn Road, N15 5ET - Delivery & Collection** **x2 Double Linen Sets** (x2 PC, x1 BS, x1 DC) **x12 Singles Linen Sets** (x1 PC, x1 BS, x1 DC) 16 Hand Towels 16 Bath Towels **18 Dunloe Avenue, London, N17 6LA** **x4 Single Linen Sets** (x1 PC, x1 BS, x1 DC) **x10 Double Linen Set** (x2 PC, x1 BS, x1 DC) 24 Bath Towels 24 Hand Towels	26 Roslyn Road, N15 5ET **Delivery & Collection** 18 Dunloe Avenue, London, N17 6LA **Delivery & Collection**	Delivery & Collecton	01/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**x80 King Set** **x10 Single Set** **x30 Bath Maths** **x30 Tea Towels**	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	01/05/2025
Tibor Matta	Airbnb	**50 Double Linen Sets** (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10 Single Linen Sets** (x1 PC, x1 DC, x1 BS, x1 HT, x1 BT)	38 Wansey Street, SE17 1JP, London	Delivery & Collection	01/05/2025

Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x200 Pillowcases x300 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	02/05/2025
Shane Woods	Leiso Property	x4 Sheet x4 King Duvet Cover x16 Pillowcases x8 Bath Towels x8 Hand Towels x6 Bath Math	114 Warneford Road, HA3 9HY	Delivery & Collection	02/05/2025
Gunalan	GK Lettings	x50 Single Set x35 Double Set (NO TOWELS)	2 Vincent Road, CR0 6ED Croydon	Delivery & Collection	02/05/2025
Chris Grace	Walker Reinhart	x3 Super King Sheets & Covers x9 King Sheets & Covers x54 Pillowcases x24 Bath Towels x5 Hand Towels x4 Bathmaths	Chelsea, 27 Parson's Green Lane, London, SW6 4HH	Delivery & Collection	02/05/2025
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	02/05/2025
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	04/05/2025