londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

06/05/2025 – 11/05/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£30,465.03

TOTAL INVOICES

36

NEW LEADS

6

”

“

QUOTES SENT

5

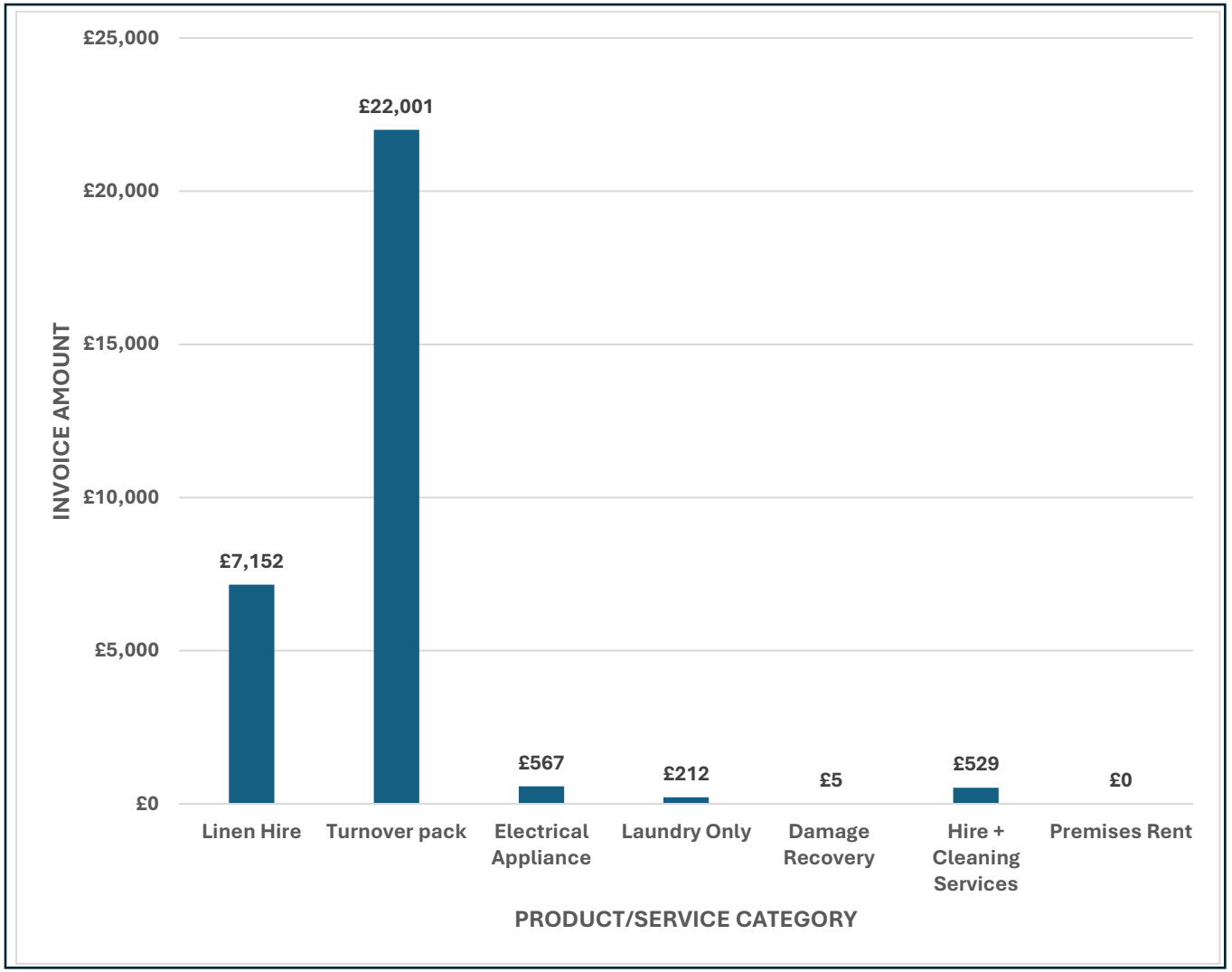
CONVERSIONS

1

ORDERS DELIVERED

28

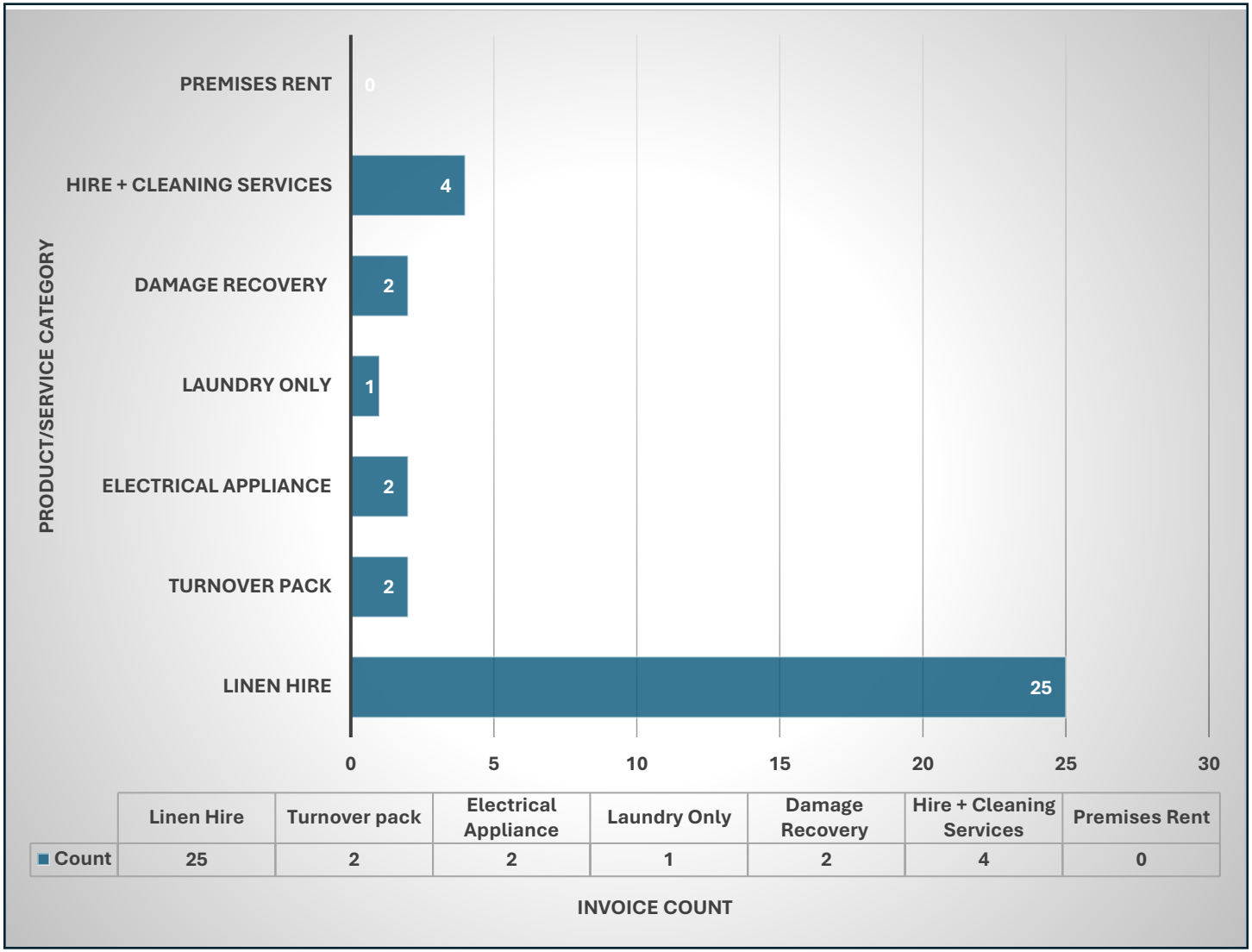
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £30,465

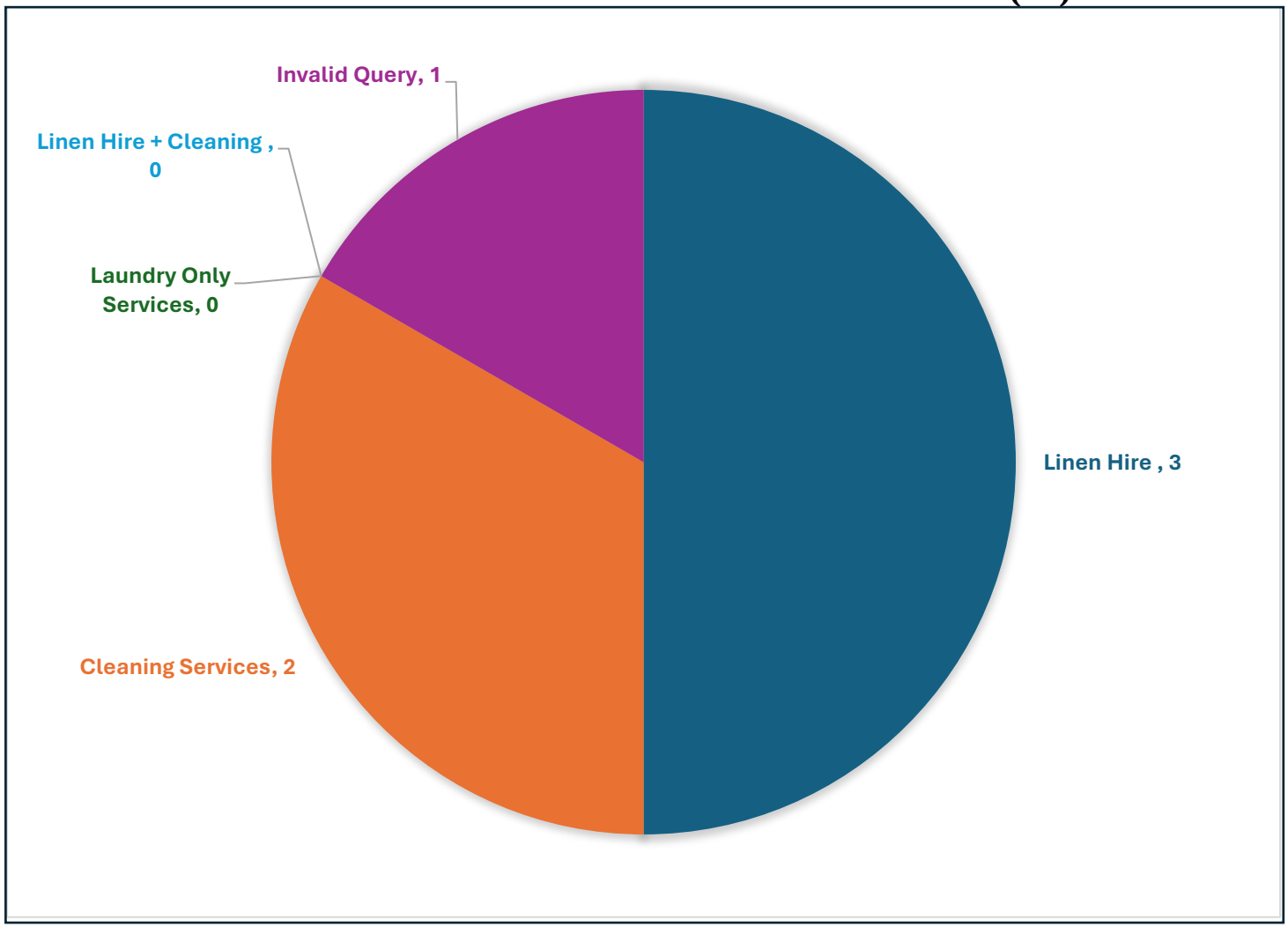
Total Revenue (excluding DMC): **£8,137.12**
DMC revenue: **£22,327.91**

DETAILED STATISTICS – INVOICE COUNT (36)

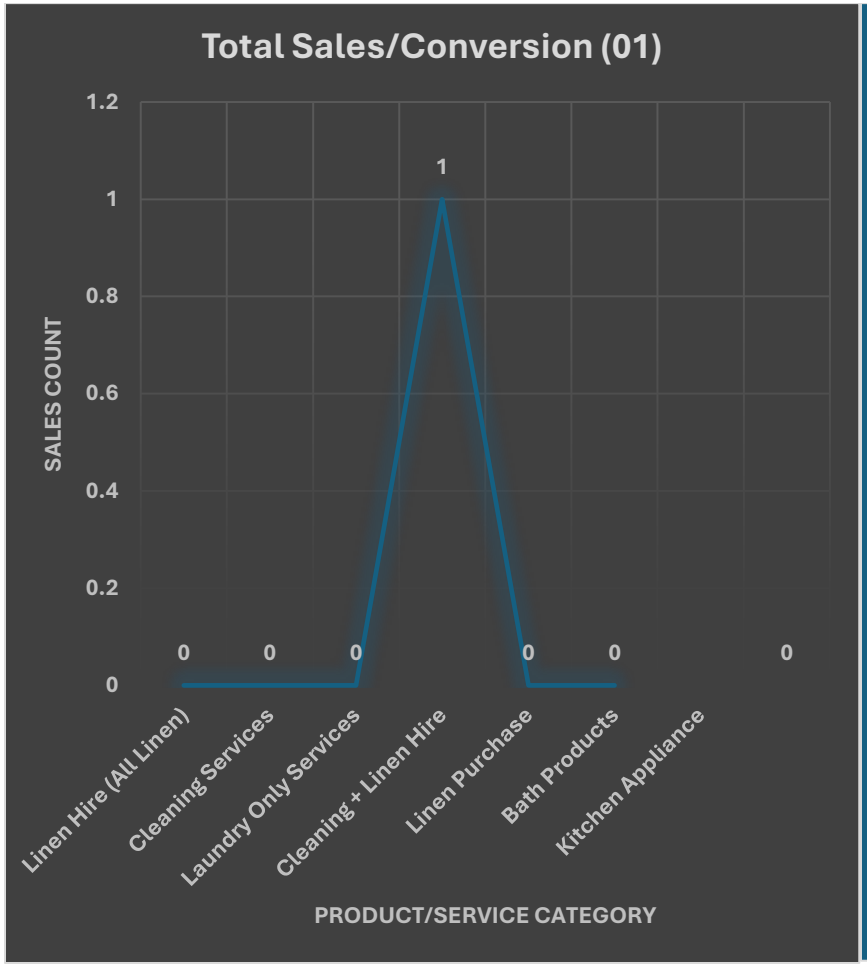


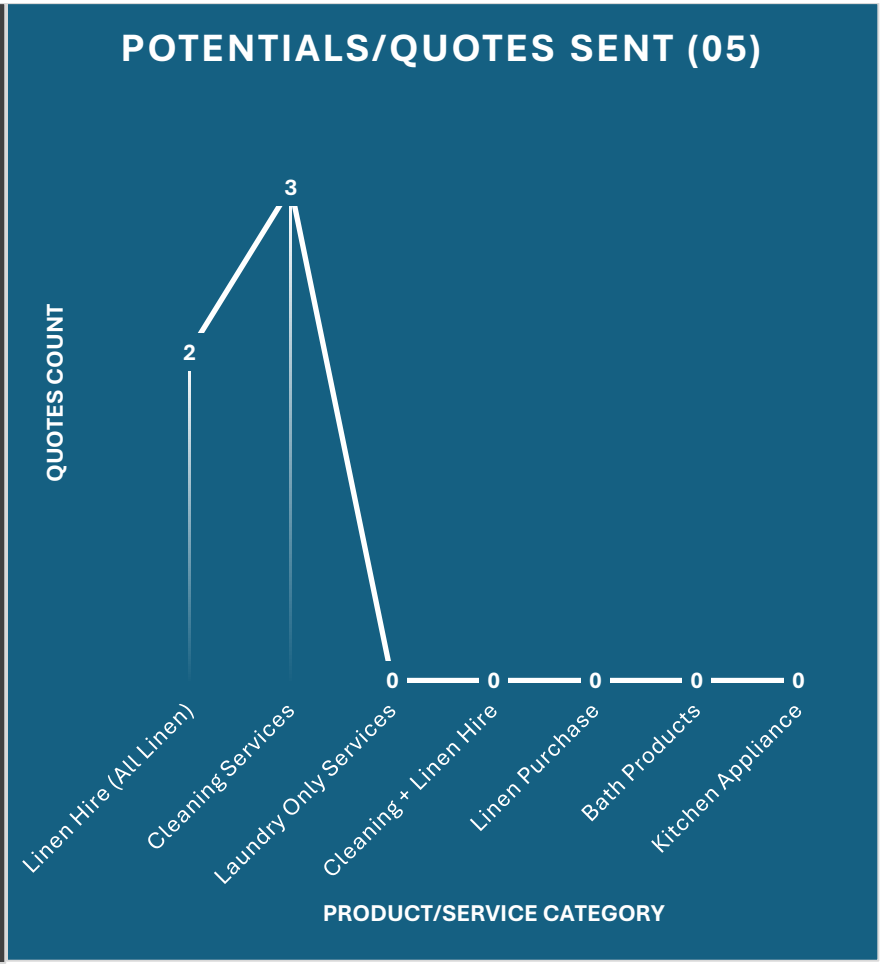
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Damage Recovery	Hire + Cleaning Services	Premises Rent
Count	25	2	2	1	2	4	0

LEADS RECEIVED DURING THE WEEK (06)

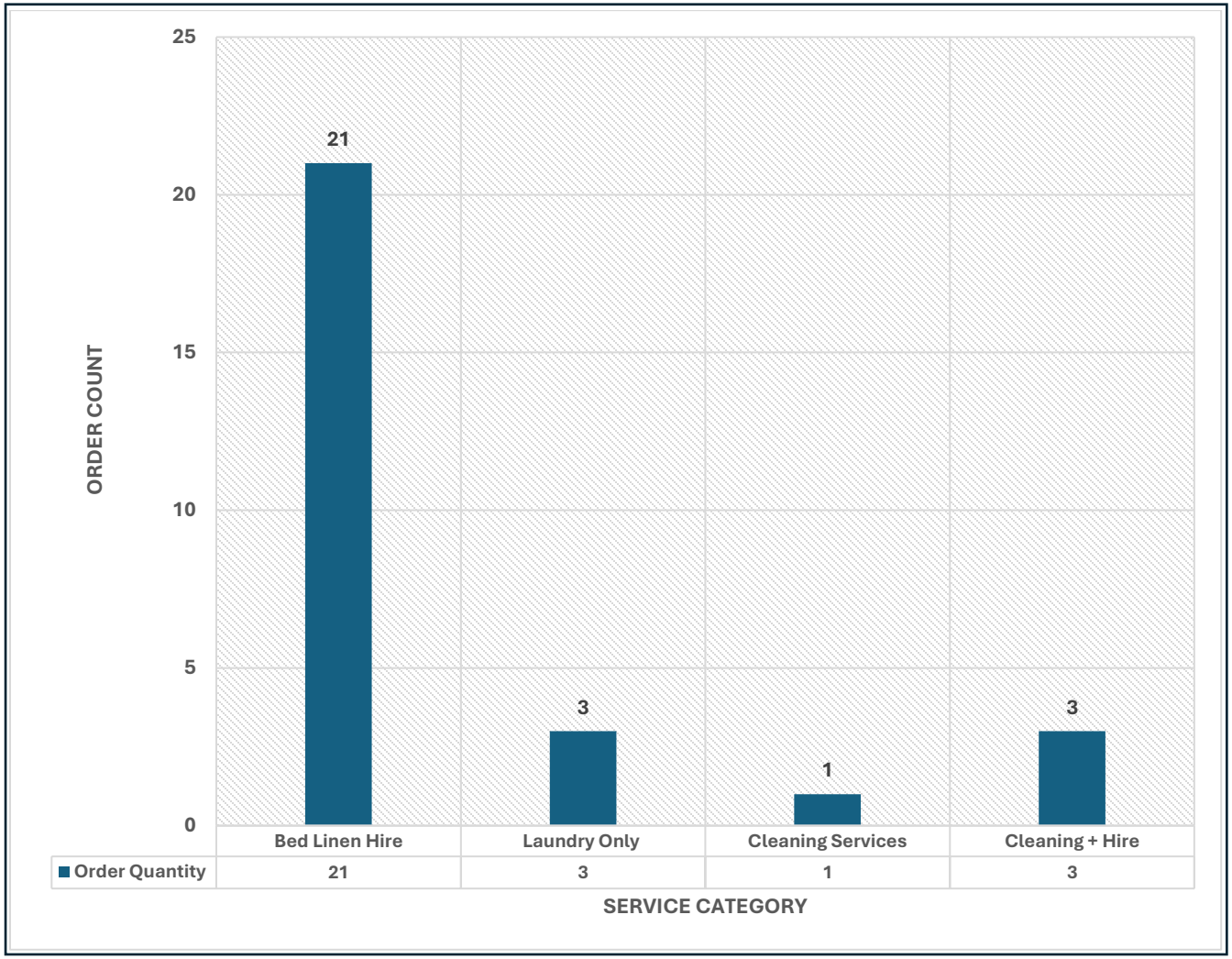


SALES TEAM ACTION





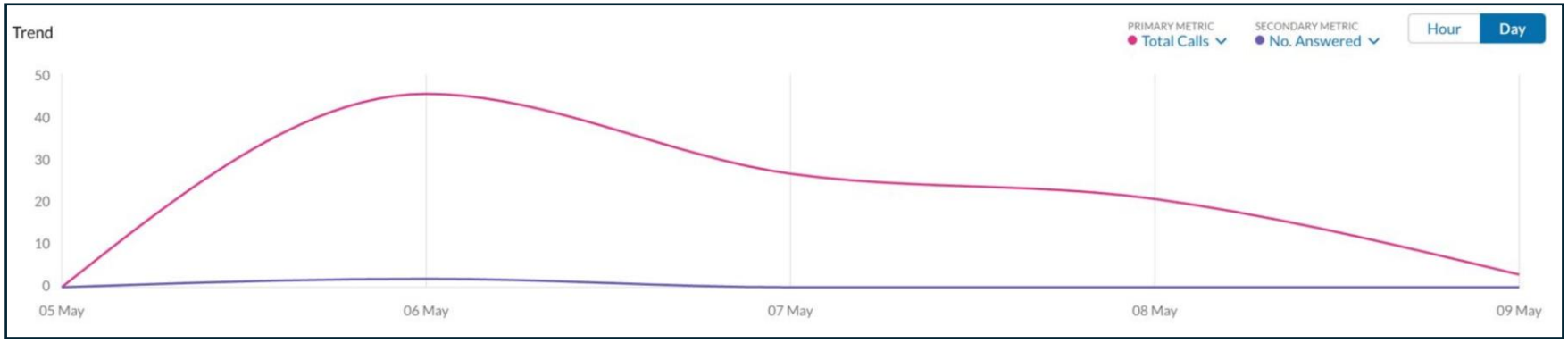
ORDERS DELIVERED DURING THE WEEK (28)



NOTE: Number of clients placed the order **- 22**

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha
Total Calls during 5 working days of the week**: 97**
Average calls: Abhishek – 9 **per day**, Calvin – 2.60 **per day,** Suraksha – 15.60 **per day**



Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	45	9.00	2	43	50.0%	00:42
Hospitality Office	704	13	2.60	13	0	100.0%	00:00
Suraksha Joshua	709	39	7.80	4	35	75.0%	00:23

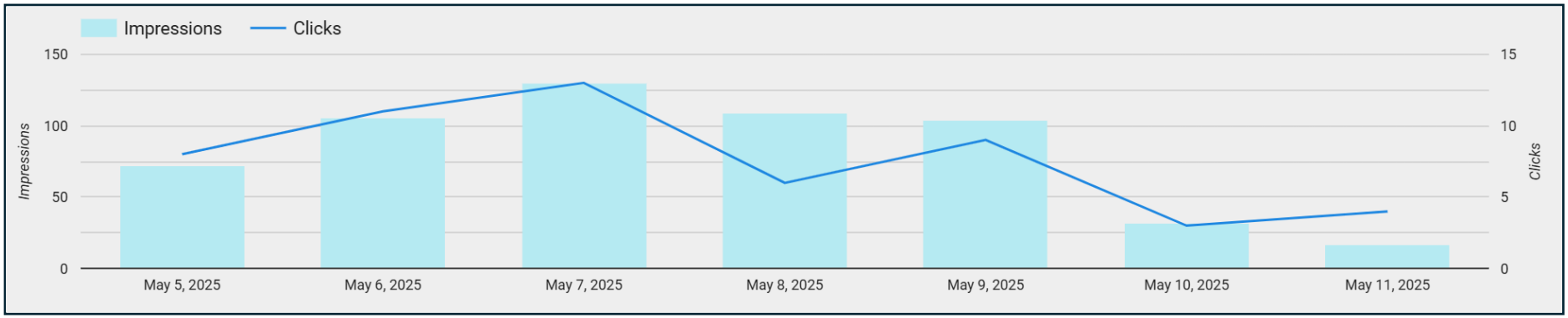
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 4 working days as Monday was a Bank holiday during the week.
Average call by Suraksha is calculated based on 2 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

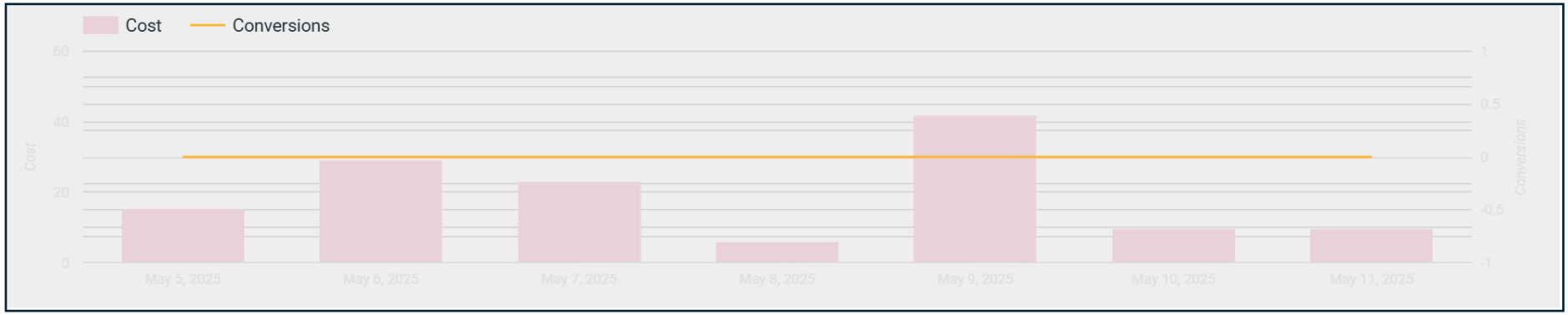
Google Ads
PERFORMANCE METRICS



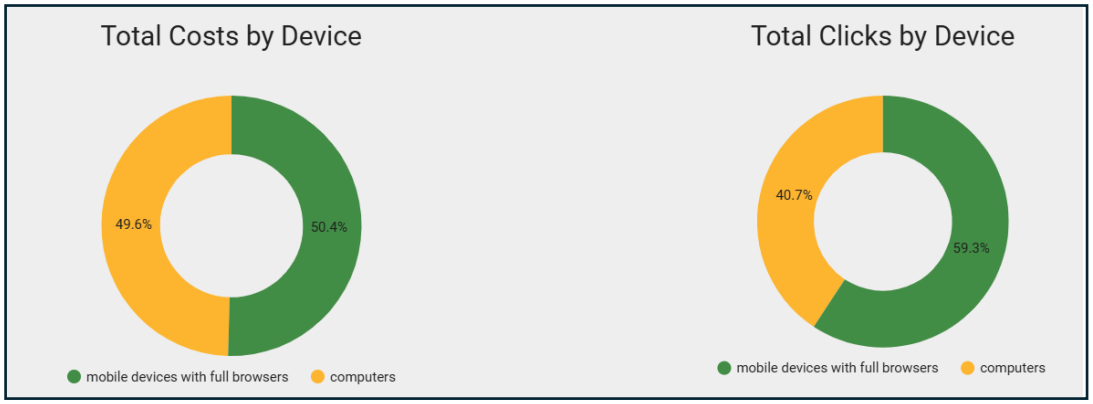
IMPRESSIONS 570.0 -14 & CLICKS 54.0 21



CONVERSIONS 0 0 vs COSTS £135 £55.45



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£68	408	32	7.84%	£2.13	0	£0	0%
2.	computers	£67	161	22	13.66%	£3.05	0	£0	0%
3.	tablets with full browsers	£0	1	0	0%	£0	0	£0	0%
	Grand total	**£135**	**570**	**54**	**9.47%**	**£2.5**	**0**	**£0**	**0%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Cleaning Services	£87	165	22	13.33%	£3.97	0	£0	0%
Hire Services	£48	405	32	7.9%	£1.5	0	£0	0%
Hire Services_UK	£0	0	0	0%	£0	0	£0	0%
Laundry Services	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£135**	**570**	**54**	**9.47%**	**£2.5**	**0**	**£0**	**0%**

HIGHLIGHT (05/05/2025 – 11/05/2025)

SALES

Promising Leads & Contracts Signed

1. **Abhishek Garodia – Contract sent**
   Service Requested – Housekeeping (Linen Hire + Cleaning)
   Estimated quote amount - **£110 per order**
   Business – Airbnb
   Status - They have started placing the order schedule, but the contract is still pending to be signed due to some terms and conditions to be clarified to him.

2. **Nida Mahmood – Promising Lead**
   Service requested – Laundry Services
   Estimated Quote amount - **£61 per order, once in 2 months**
   Business – Corporate Office
   Location – Southwark, SE1 0LL
   Status – Waiting for the feedback on the quote shared earlier.

3. **Wojciech, Urban Key – Promising Lead**
   Service requested – Laundry service
   Estimated Quote amount - **TBD**
   Business – Multiple Airbnb properties
   Location – Central London
   Status – Internal discussion regarding quantities to be confirmed and the contract to be drafted for the prospect.

4. **Matthew Partridge – Still Chasing**
   Service Requested – Tablecloth Hire
   Estimated quote amount - **£456.07**
   Delivery Location – NN29 7JE

Status – Happy to proceed with the 100% cotton for one time hire in the month of August this year but still in discussion clarifying all the doubts about delivery and returning conditions etc.

Takeaway

1. **Tanya Zafirova – Qualified Lead**
   Service Requested - Linen Hire
   Estimated quote amount – **TBD (100+ products)**
   Frequency – Approx. 5 days a week
   Business – Airbnb
   Location – 2 Areas with 11 different locations
   Status – Prospect is not comfortable with 1 week notice for order schedule instead requested for last minute orders which is not operationally ideal.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion to CRM - **£135.2**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£87**
   Leads generated – **0**
2. Hire Ads spent - **£48**
   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	2
Cleaning Services	0	3
Laundry Only Services	0	0
Cleaning + Linen Hire	1	0
Linen Purchase	0	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**5**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	25	£7,152
Turnover pack	2	£22,001
Electrical Appliance	2	£567
Laundry Only	1	£212
Damage Recovery	2	£5
Hire + Cleaning Services	4	£529
Premises Rent	0	£0
Total	**36**	**£30,465**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	21
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	3
Total	**28**

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	3
Cleaning Services	2
Laundry Only Services	0
Linen Hire + Cleaning	0
Invalid Query	1
GRAND TOTAL	**6**

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	13	2.60	5
Abhishek	45	9.00	5
Suraksha	39	15.60	2.5
GRAND TOTAL	**97**	**27.20**	**12.5**
5th May was a bank holiday.			

TENTATIVE SCHEDULE FOR NEXT WEEK (12/05/2025 – 18/05/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day
Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x100 Pillowcases x250 Bathtowel x80 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	12/05/2025
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	12/05/2025
Ibrahim	Afaad Properties	**Pillow case - 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	12/05/2025
Hasan	Westeen Properties	**x150 Double Sheet** **x170 Double Duvet Cover** **x170 Pillowcases** **x170 Bath Towels**	Flat 45, St. Clair House, British Street, London, E3 4LU	Delivery & Collection	12/05/2025

Andrea	Voyage Stay	**x4 Super King Sets** **x8 Double Sets** **x3 Single Sets** **x8 Bath Mats** **x4 Tea Towels**	Flat 186, Berglen Court, 7 Branch Rd, Limehouse, London E14 7JZ	Delivery, Cleaning & Collection	12/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**10 Super King Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)** **20 Single Linen Sets** **(x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)**	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	12/05/2025
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	12/05/2025
Steven Wong	Messiah Property Ltd	**6 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **2 Single Linen Set** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) & Missing items in new format	Flat 12 Peninsula Court, 121 East Ferry rd, E14 3LH	Delivery & Collection	13/05/2025

Nima HP	Key Bridge Limited	**x20 Double Linen Set** **72 Park Way, NW1 7AH** **x20 Double Linen Set** **253 Royal College Street, NW1 9LU** **x20 Double Linen Set** **76 Neal Street, WC2H 9AJ** **x20 Double Linen Set** **3A Golders Green Road, NW11 8DY**	72 Park Way, NW1 7AH 253 Royal College Street, NW1 9LU 76 Neal Street, WC2H 9AJ 3A Golders Green Road, NW11 8DY	Delivery & Collection	13/05/2025
Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x100 Pillowcases x250 Bathtowel x80 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	14/05/2025
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	14/05/2025

Heidi Kampa	La Bibliotheque	**x60 Pillowcases** **x35 Hand towels** **x35 Bath towels** **x20 Bath mats** **x25 Super King Duvet Cover** **x25 Super King Bed Sheet**	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	14/05/2025
Sanjay	Khaya Getaways	x5 Double Bed Sheet x5 Double Duvet Cover x10 Pillowcases x50 Bath Towels x50 Hand Towels x10 Bath Maths(Missing)	Flat B, 429-431 Wick Lane, Bow, E3 2JG	Delivery & Collection	14/05/2025
Clarissa Soccenti	London Urban Escape Ltd	**Collection**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Collection	14/05/2025

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	15/05/2025
Corentin Muller	Seeker Estates Ltd	**30 Double Set with Bathmats** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) **15 King Set with Bathmats** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) **2 Super 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	15/05/2025

Steven Wong	Messiah Property Ltd	**6 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **6 Double Linen Sets** **(x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)** **Missing to be delivered in the new format**	Flat 71 Connaught heights, 2 Agnes George walk, E16 2FR	Delivery & Collection	15/05/2025
Jennifer Atienza	Pankhurst London	**Laundry Only**	Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU	Delivery & Collection	15/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**20 king size(10x was delivered already)** **20 bathmat** **20 kitchen towels**	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	12/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**x6 double sets**	11 Stubbs Way, London, SW19 2UW	Collection	15/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**10 double sets**	174 Tooting High Street, SW17 0RT	Delivery & Collection	15/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**12 double sets** **8 king size** **6 single sets** **20 bathmats** **10 kitchen towels**	244 Wimbledon Park Road SW18 5RL	Delivery & Collection	15/05/2025
Tibor Matta	Airbnb	**75 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	15/05/2025
Ahmad Hassan	Linden House Hotel	x60 Double Sheet x60 Single Sheet x100 Pillowcases x250 Bathtowel x80 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	16/05/2025

Sean Devereux	Devereux Residences	x20 King Bedsheet x20 King Duvet Cover x80 Pillowcases x40 Bath Towels x80 Hand Towels	Big Yellow Storage, 71 Townmead Road, London, SW6 2ST	Delivery & Collection	16/05/2025
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	16/05/2025
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 4, Caraway Heights, 240 Poplar Heights Street, E14 OBG	Delivery & Collection	16/05/2025
Shane Woods	Leiso Property	x52 pillow cases x14 hand towels x18 bath mats	114 Warneford Road, HA3 9HY	Delivery & Collection	16/05/2025
Gunalan	GK Lettings	**x28 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x40 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **x28 Bathmats**	2 Vincent Road, CR0 6ED Croydon	Delivery & Collection	16/05/2025
Anna	PTK	**x1 Super King Linen Set** **1x King Linen Set** **2x Single Linen Set**	10 Mossford Street, Bow, London E3 4TH	Delivery, Cleaning & Collection	16/05/2025
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	16/05/2025

Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	18/05/2025