londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

19/05/2025 – 25/05/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£36,128.71

TOTAL INVOICES

33

NEW LEADS

15

QUOTES SENT

4

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HOSPITALITY

CONVERSIONS

3

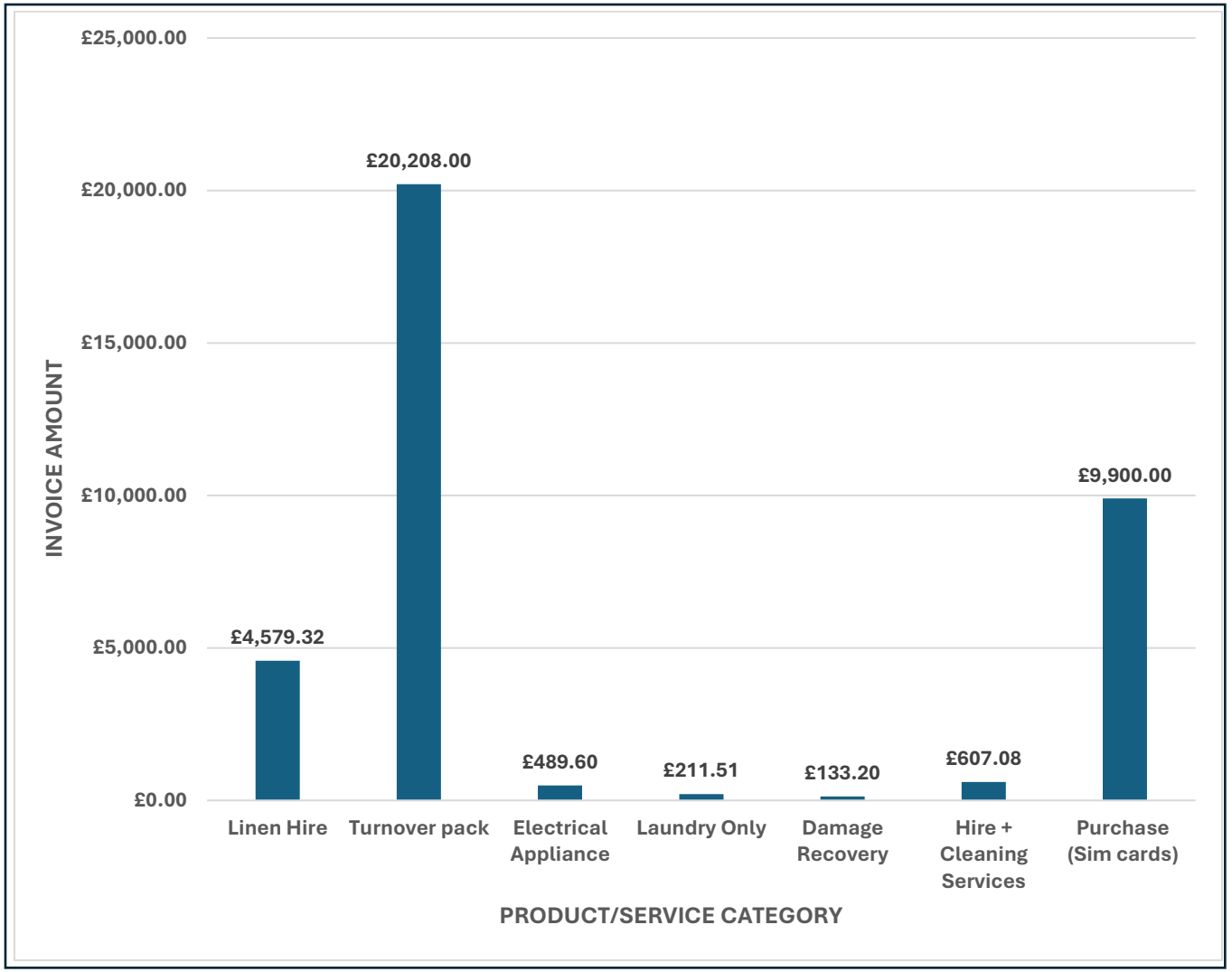
ORDERS DELIVERED

33

AMAZON ORDERS

2

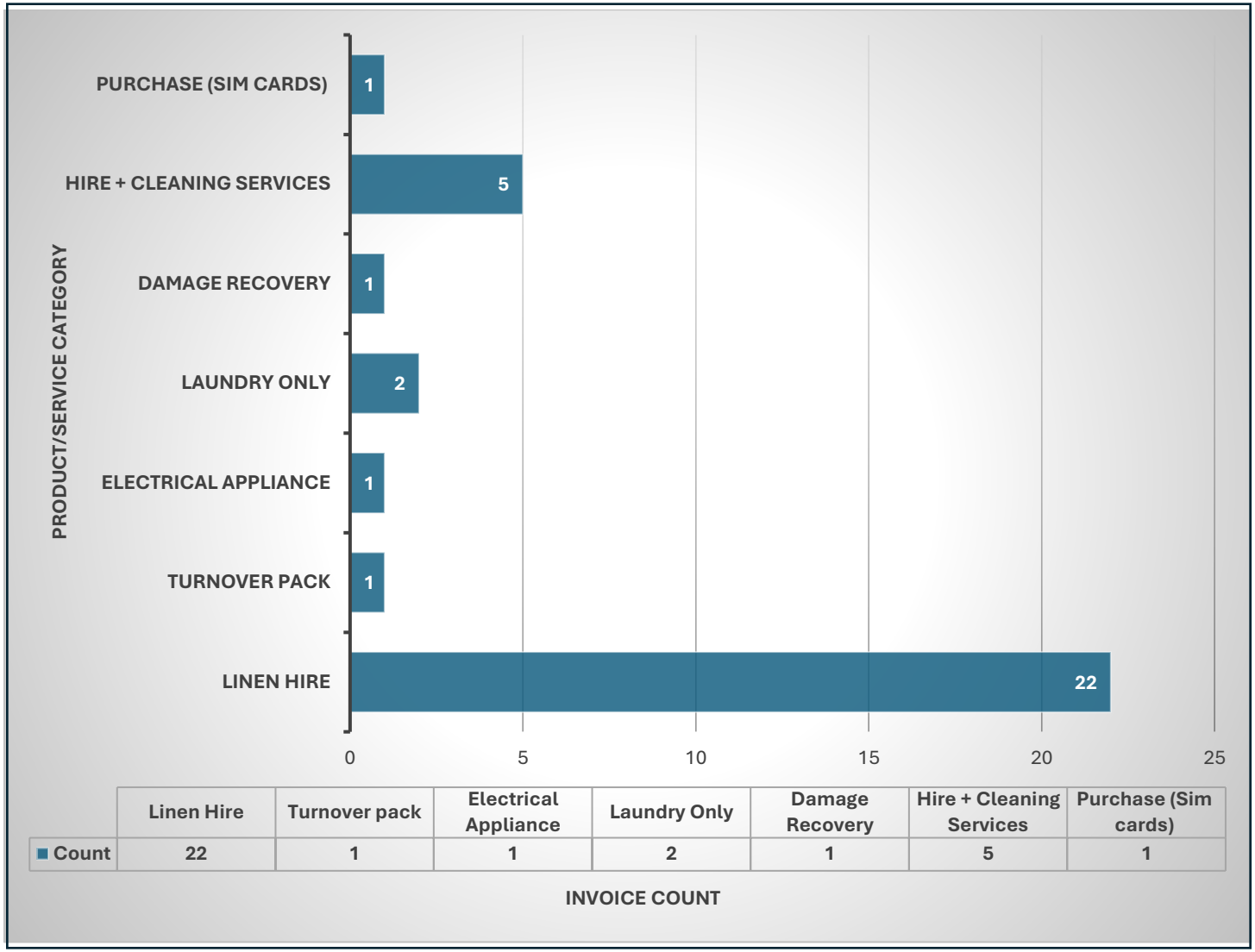
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £36,128.71

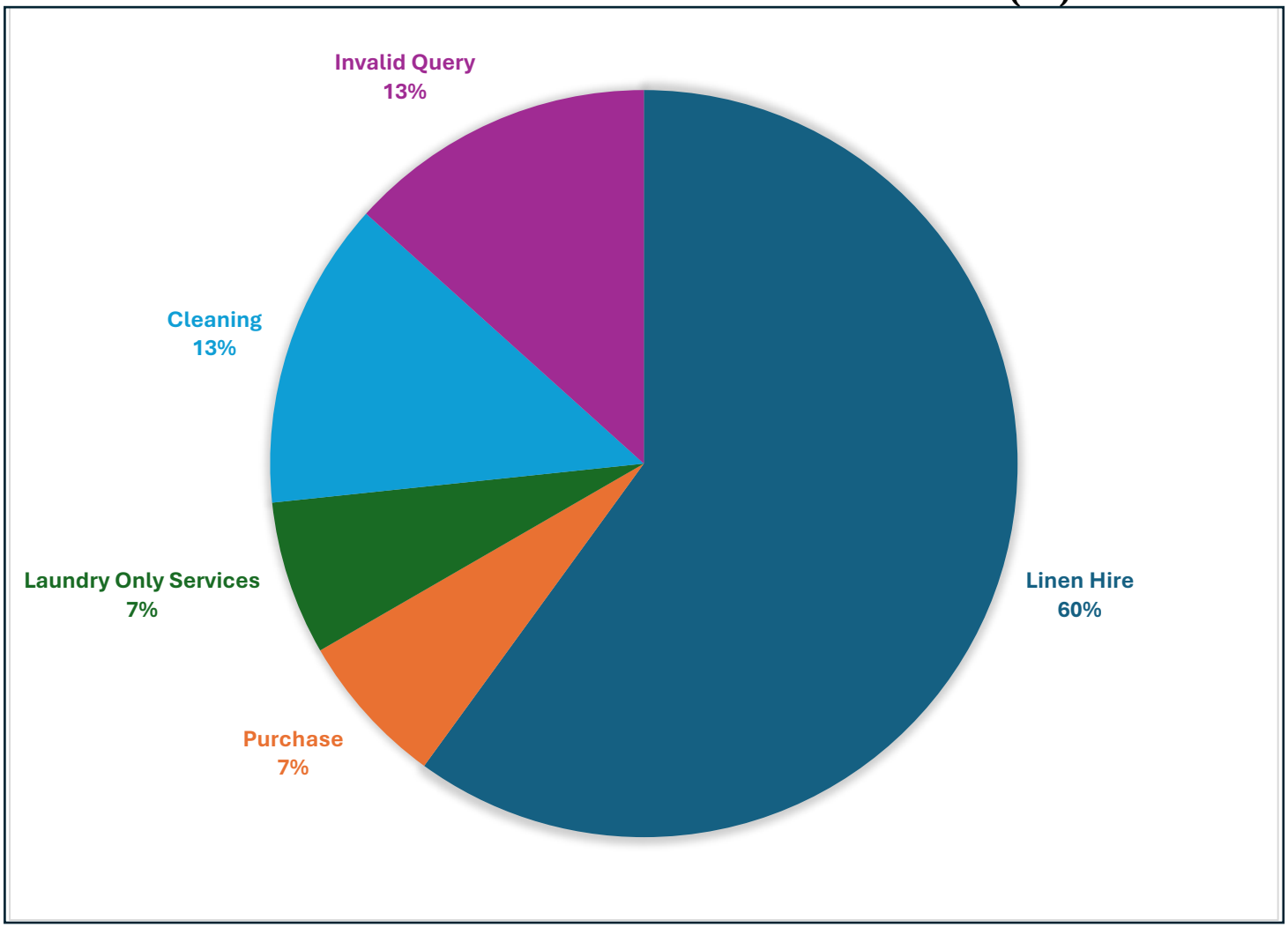
Total Revenue (excluding DMC): **£15,431.11**
DMC revenue: **£20,697.6**

DETAILED STATISTICS – INVOICE COUNT (33)



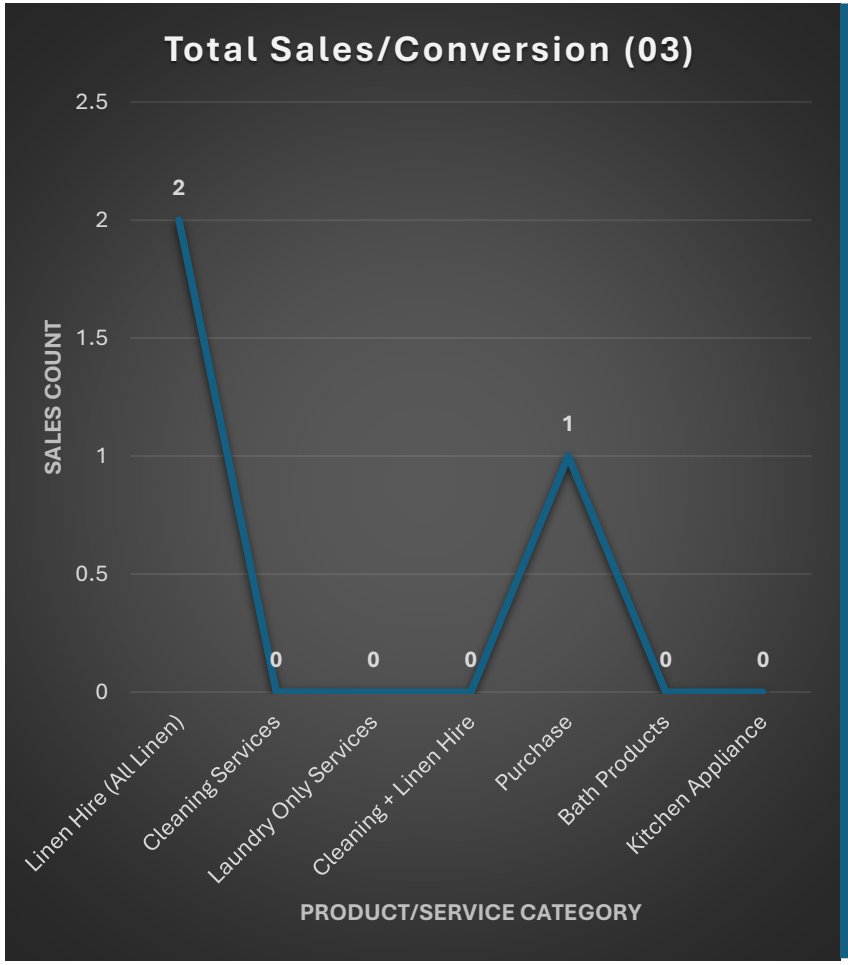
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Damage Recovery	Hire + Cleaning Services	Purchase (Sim cards)
Count	22	1	1	2	1	5	1

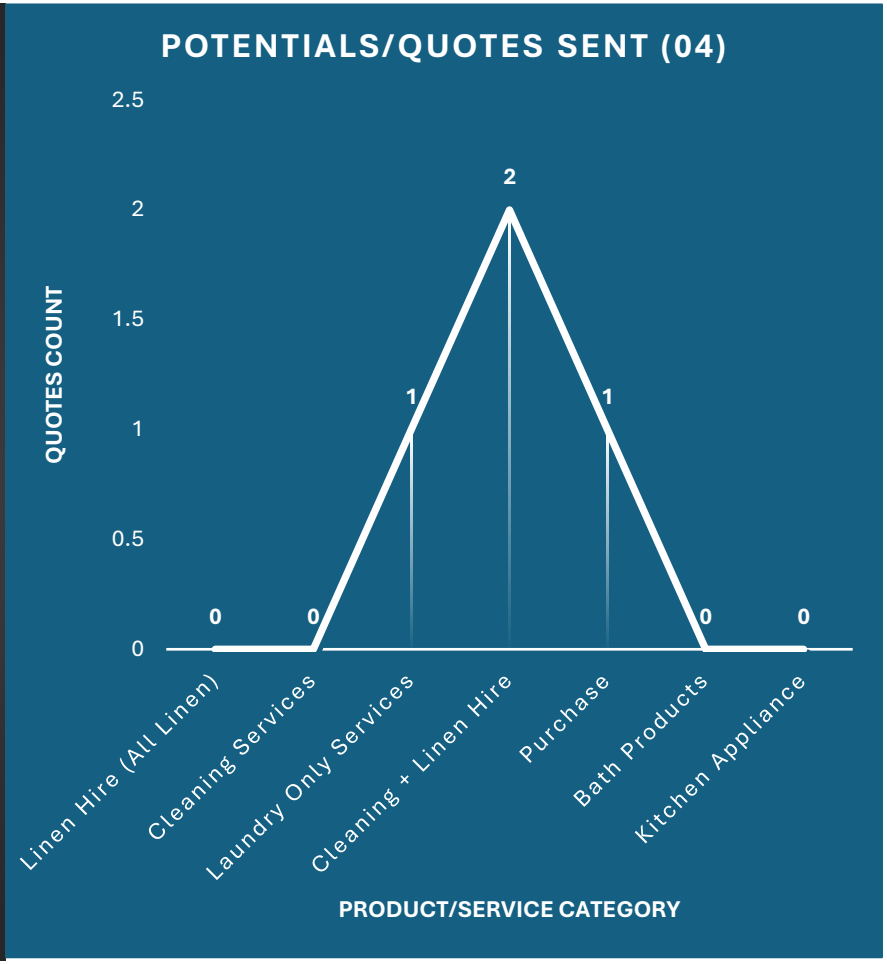
LEADS RECEIVED DURING THE WEEK (15)



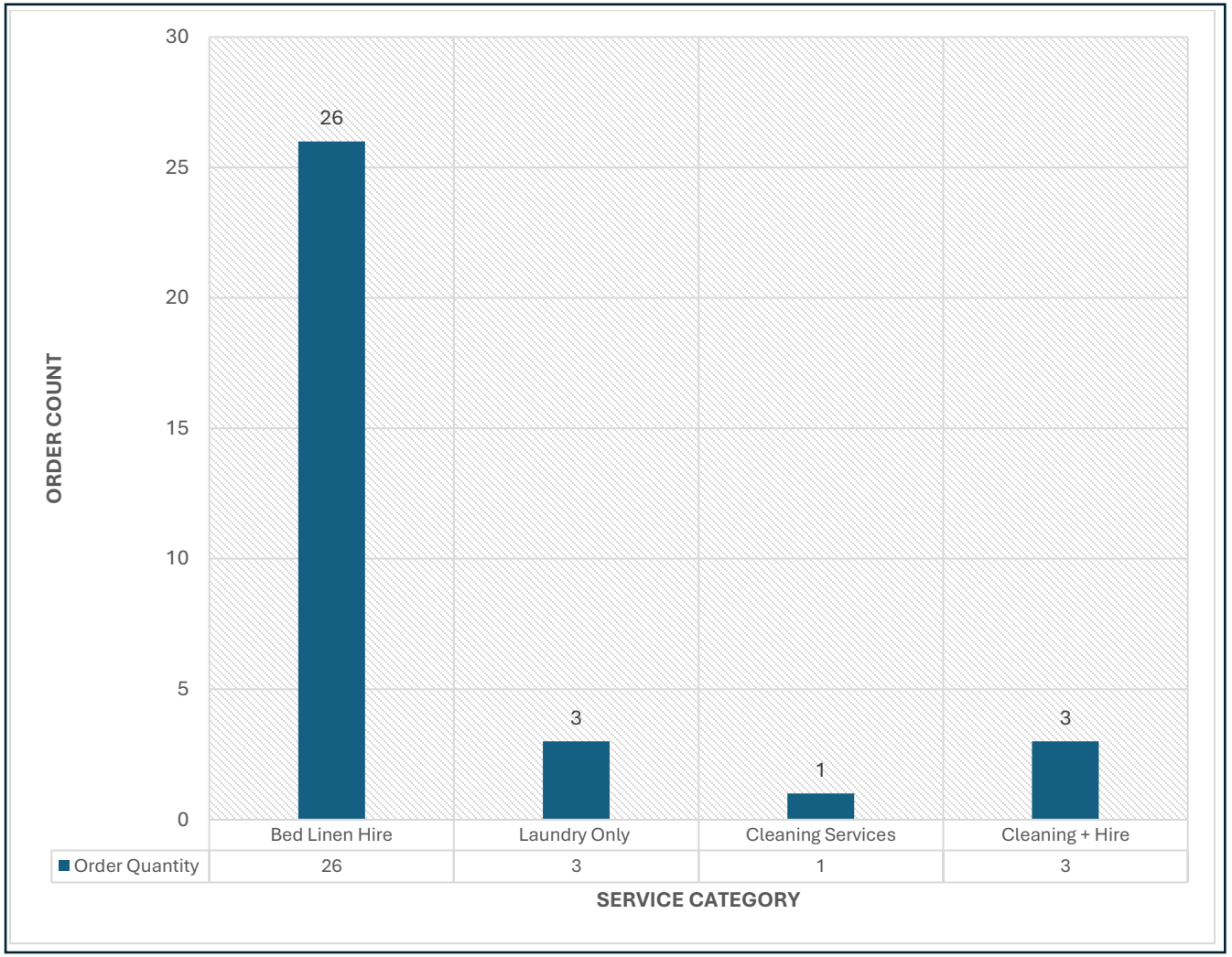
Self-sourced leads from Field sales - 12

SALES TEAM ACTION





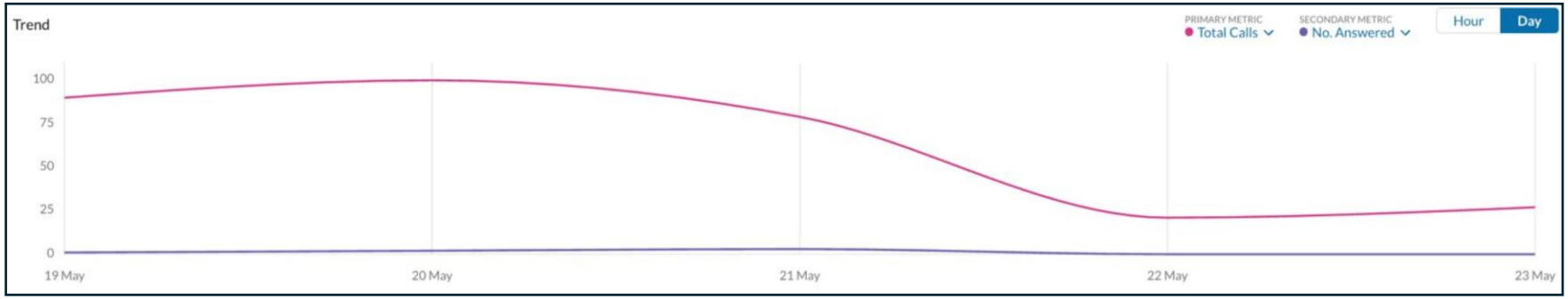
ORDERS DELIVERED DURING THE WEEK (33)



NOTE: Number of clients placed the order **- 25**

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha
Total Calls during 5 working days of the week**: 317**
Average calls: Abhishek – **18 per day**, Calvin – **23 per day,** Suraksha – **43 per day**

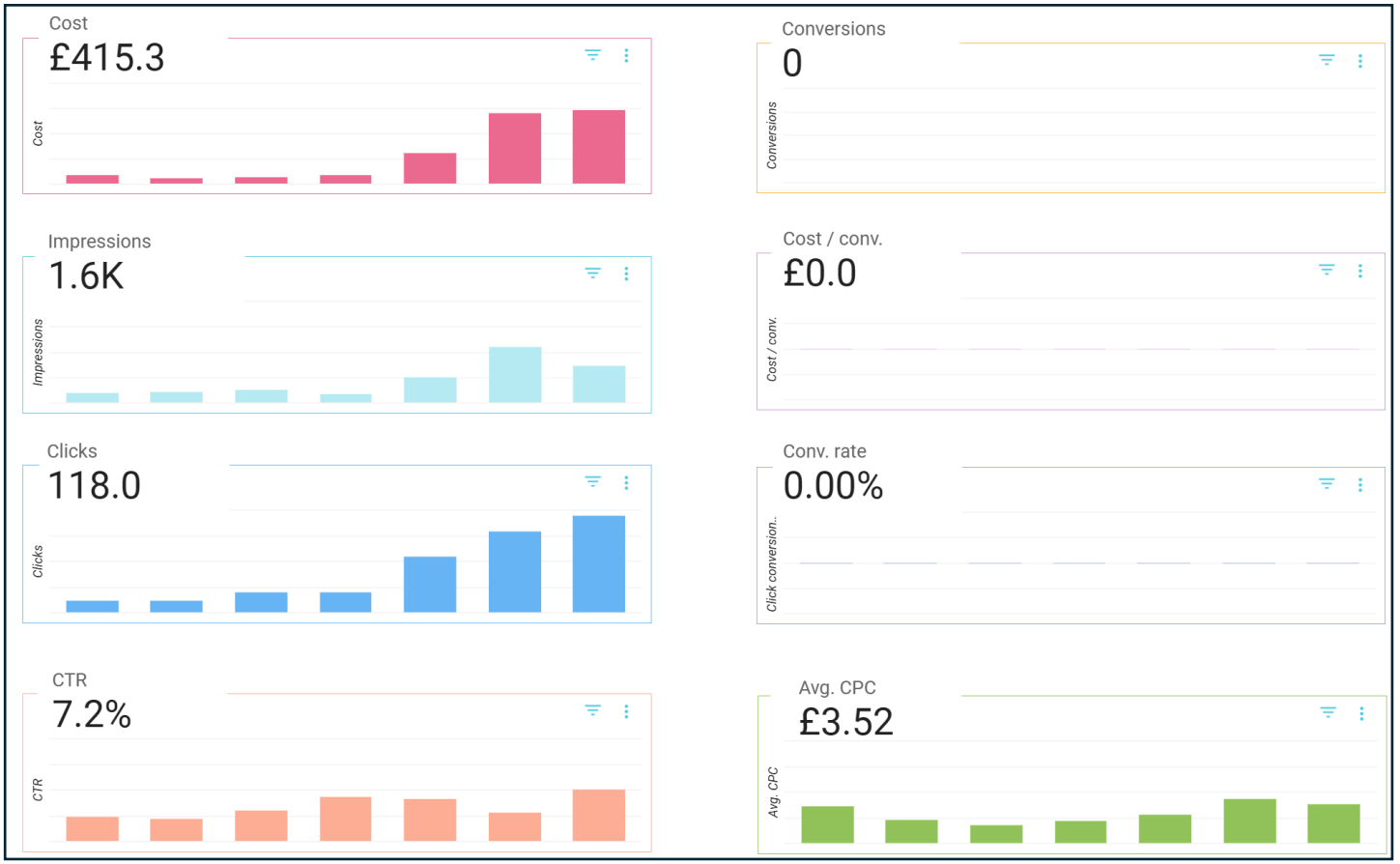


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	91	18.20	1	90	0.0%	00:48
Hospitality Office	704	117	23.40	24	93	91.7%	01:24
Suraksha Joshua	709	109	21.80	8	101	62.5%	00:37

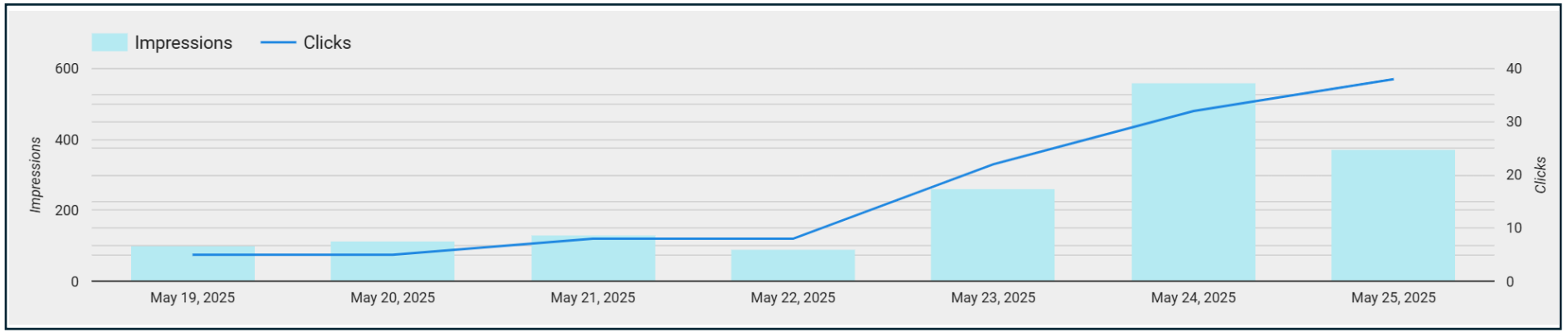
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 5 working days.
Average call by Suraksha is calculated based on 2.5 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

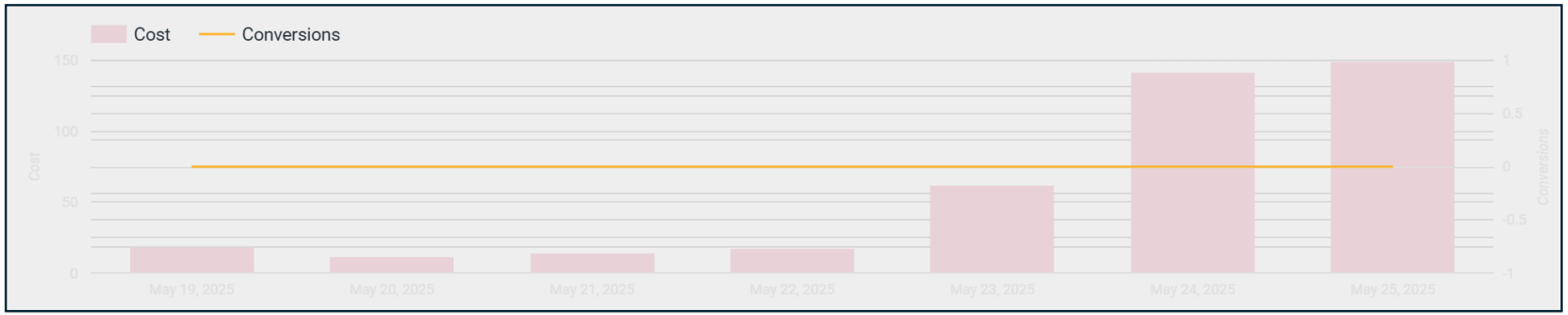
Google Ads
PERFORMANCE METRICS



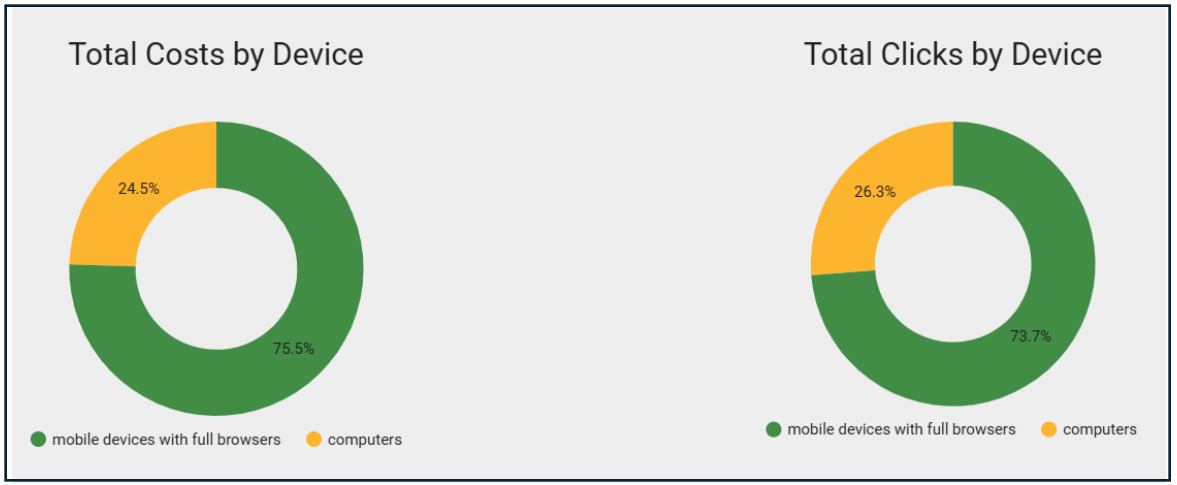
IMPRESSIONS 1.6K ↑ 959 & CLICKS 118.0 ↑ 69



CONVERSIONS 0 0 vs COSTS £415 ↑ £324.23



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£313	1,265	87	6.88%	£3.6	0	£0	0%
2.	computers	£102	352	31	8.81%	£3.29	0	£0	0%
3.	tablets with full browsers	£0	16	0	0%	£0	0	£0	0%
	Grand total	**£415**	**1,633**	**118**	**7.23%**	**£3.52**	**0**	**£0**	**0%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rat
Hire Services	£239	1,352	88	6.51%	£2.71	0	£0	0
Cleaning Services	£176	281	30	10.68%	£5.88	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

HIGHLIGHT (19/05/2025 – 25/05/2025)

SALES

Promising Leads & Contracts Signed

1. **Machu lusengo, Perfect Touch Cleaning Services – Contract Signed**
   Service Requested – Linen Hire
   Estimated quote amount – £150 - £200 approx. per week
   Frequency – Once a week
   Location - 3 crown close Farnham SL2 3GE

2. **Kaan Armagan, Success Eğitim Tur. Rek. San. Ve Tic. Ltd. Şti. – Customer (Purchase)**
   Service Requested – Sim card Purchase
   Estimated quote amount - **£9,900.00 per order**

3. **Mahbub Shah, The Woodford Hotel – Contract Signed**
   Service requested – Linen Hire Services
   Estimated Quote amount – **Approx. £1,372.26 per order**
   Location – 38 Grove Hill, London, E18 2JG

4. **Ana Soria – Promising Lead**
   Service requested – Tablecloth & Napkin Hire
   Estimated Quote amount - **£189.94 per order**
   Business – Event Organiser
   Location – The Broadcaster, White City
   Status – Will sign up next week for tablecloth hire (probably for one time hire).

5. **Iona Konsta, Airbnb – Promising Lead**
   Service Requested – Linen Hire + Cleaning Services
   Estimated quote amount - **£78.90 per service**
   Delivery Location – W4 4BX
   Status – She liked the amended quotation in terms of prices and discussing it internally to finalise. Still waiting for her response here.

6. **Gina Mok – Promising Lead**
   Service Requested – Linen Hire + Cleaning Services
   Estimated quote amount - **£80.34**
   Delivery Location – W8 7AX
   Status – Waiting for the feedback

7. **Ramzan – Promising Lead**
   Service Requested – Linen Hire + Cleaning Services
   Estimated quote amount – TBD
   Status – The prospect has taken over the property from our current client Hasan Zaidi Syed, and have multiple properties alongside.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion - **£415.3 (Total spent)**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£176**
   Leads generated – **0**
2. Hire Ads spent - **£239**
   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)	2	0
Cleaning Services	0	0
Laundry Only Services	0	1
Cleaning + Linen Hire	0	2
Purchase	1	1
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**3**	**4**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	22	£4,579.32
Turnover pack	1	£20,208.00
Electrical Appliance	1	£489.60
Laundry Only	2	£211.51
Damage Recovery	1	£133.20
Hire + Cleaning Services	5	£607.08
Purchase (Sim cards)	1	£9,900.00
Total	**33**	**£36,128.71**

DMC - £489.60 + £20,208.00 = £20,697.6

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	26
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	3
Total	**33**

Number of clients placed the order - 25

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	9
Purchase	1
Laundry Only Services	1
Cleaning	2
Invalid Query	2
GRAND TOTAL	**15**

Self-sourced leads from Field sales - 12

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	117	23.40	5
Abhishek	91	18.20	5
Suraksha	109	43.60	2.5
GRAND TOTAL	**317**	**85.20**	**12.5**

TENTATIVE SCHEDULE FOR NEXT WEEK (19/05/2025 – 25/05/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day
Abhishek Garodia	Abhishek Garodia	Cleaning Quantities on the new format	Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ	Delivery, Cleaning & Collection	26/05/2025
Ibrahim	Afaad Properties	Cleaning Quantities on the new format	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	Delivery, Cleaning & Collection	26/05/2025
Natalie Emmerson	Natalie Emmerson	Cleaning Quantities on the new format	8 Broxash Road, London, SW11 6AB	Delivery, Cleaning & Collection	26/05/2025
Ahmad Hassan	Linden House Hotel	x80 Double Sheet x80 Single Sheet x100 Pillowcases x200 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	27/05/2025

Clarissa Soccenti	London Urban Escape Ltd	1. CAMDEN 14 Camden High Street, London, NW1 0JH ENTRANCE DOOR CODE: C1259 (STORAGE ROOM CODE: C2478X) at the bottom of the staircase on ground floor) 10x KING SETS (King Linen Set Hire (Bed + Bath), polycotton White) 10x bath mats (polycotton White) 2. WESTB 1 Westbourne Crescent, W2 3DB Entrance door code: 1827 (leave linen inside BOX 1 to the right hand side of the entrance door) 20x king sets (King Linen Set Hire (Bed + Bath), 100% Cotton White) 20x bath mats (King Linen Set Hire (Bed +	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, W2 3DB	Delivery & Collection	27/05/2025

		Bath), 100% Cotton White)			
Steven Wong	Messiah Property Ltd	Collection	9 Lexham Gardens Mews, W8 5JQ	Collection	27/05/2025
Steven Wong	Messiah Property Ltd	8 Double Linen Sets (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) 2 Single Linen Sets (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	161A Brook Drive, SE11 4TG	Delivery & Collection	27/05/2025

Steven Wong	Messiah Property Ltd	8 King 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 12: 293 Ballards Lane, N12 8NP	Delivery & Collection	27/05/2025
Andrea Seremet	Voyage Stay	5 Double Linen Sets (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)	55A Palliser Road, W14 9EB	Delivery & Collection	27/05/2025
Andrea Seremet	Voyage Stay	5 Double Linen Sets (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)	66 Hereford Road, W2 5AJ	Delivery & Collection	27/05/2025
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	27/05/2025
Ahmad Hassan	Linden House Hotel	x80 Double Sheet x80 Single Sheet x100 Pillowcases x200 Bathtowel x100 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	28/05/2025

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	28/05/2025
Steve Cogan	Steve Cogan	20 King 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) 10 Single Linen Sets	26 Arminger Road, W12 7BB	Delivery & Collection	28/05/2025

		(x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)			
Heidi Kampa	La Bibliotheque	x44 Pillowcases x22 Hand towels x22 Bath towels x13 Bath mats x13 Super King Duvet Cover x13 Super King Bed Sheet	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	28/05/2025
Pam Nash	Tottenham Abode	6 Birstall Road, N15 5EN • 3 Double Linen Sets (x2 PC, x1 DC, x1 DS, x2 BT + x2 HT) • 2 Single Linen Sets (x1 PC, x1 DC, x1 DS, x1 BT + x1 HT) 18 Dunloe Avenue, London, N17 6LA • 5 Double Linen Sets (x2 PC, x1 DC, x1 DS, x2 BT + x2 HT) • 2 Single Linen Sets (x1 PC, x1 DC, x1 DS,	6 Barstall Road, N15 5EN Delivery & Collection 26 Roslyn Road, N15 5ET Delivery & Collection 18 Dunloe Avenue, London, N17 6LA Delivery & Collection	Delivery & Collecton	29/05/2025

		x1 BT + x1 HT) 26 Roslyn Road, N15 5ET • 6 Single Linen Sets (x1 PC, x1 DC, x1 DS, x1 BT + x1 HT) • 1 Double Linen Sets (x2 PC, x1 DC, x1 DS, x2 BT + x2 HT)			
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	29/05/2025
Steven Wong	Messiah Property Ltd	9 Double Linen Sets (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	102, Wheatsheaf Close, E14 9UY	Delivery & Collection	29/05/2025

Jennifer Atienza	Pankhurst London	Laundry Only	Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU	Delivery & Collection	29/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	29/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	11 Romola Road, SE24 9BA	Delivery & Collection	29/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	11 Stubbs Way, London, SW19 2UW	Collection	29/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	174 Tooting High Street, SW17 0RT	Delivery & Collection	29/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	TBC	244 Wimbledon Park Road SW18 5RL	Delivery & Collection	29/05/2025
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	29/05/2025
Ahmad Hassan	Linden House Hotel	x80 Double Sheet x80 Single Sheet x100 Pillowcases x200 Bathtowel x100 Bathmats	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	30/05/2025

		100% Cotton Only - Pack into smaller bags			
Abhishek Garodia	Abhishek Garodia	Cleaning Quantities on the new format	Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ	Delivery, Cleaning & Collection	30/05/2025
Ibrahim	Afaad Properties	Cleaning Quantities on the new format	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	Delivery, Cleaning & Collection	30/05/2025
Ilham	Nawsa Properties	x2 King Linen Set x4 Double Linen Set x2 Single Linen Set Please check the new format No Towels No Bath Math	Flat 4,Steel Back House, 102 Renwick Road, Barking, IG11 0PE	Delivery & Collection	30/05/2025
Perfect Touch Cleaning Services	Perfect Touch Cleaning Services	6 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)	0A Raipur Court, 75A Slough Road , Iver, Buckinghamshire, SL0 0DW	Delivery	30/05/2025
Takako Iida	Kiyora Spa	Towel Laundry (Hand towel/Tea Towel) Laundry includes	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection	30/05/2025

		Washing and folding services			
Shaheen D'Souza	N/A	Domestic cleaning - Apartment clean	48 Cedar Road, Cricklewood, NW2 6SP	N/A	01/06/2025