londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

12/05/2025 – 18/05/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£30,101.65

TOTAL INVOICES

35

NEW LEADS

5

”

“

QUOTES SENT

9

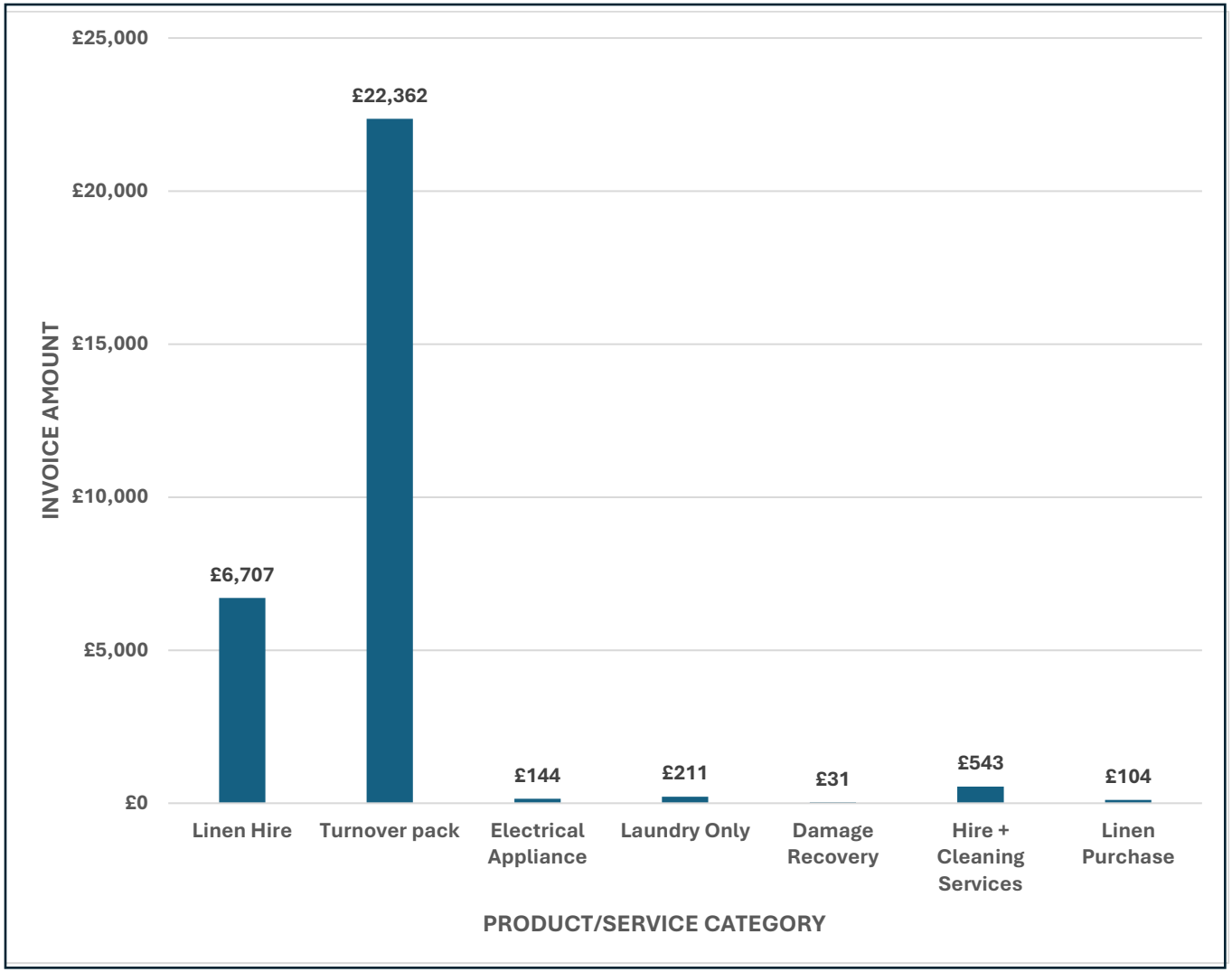
CONVERSIONS

1

ORDERS DELIVERED

31

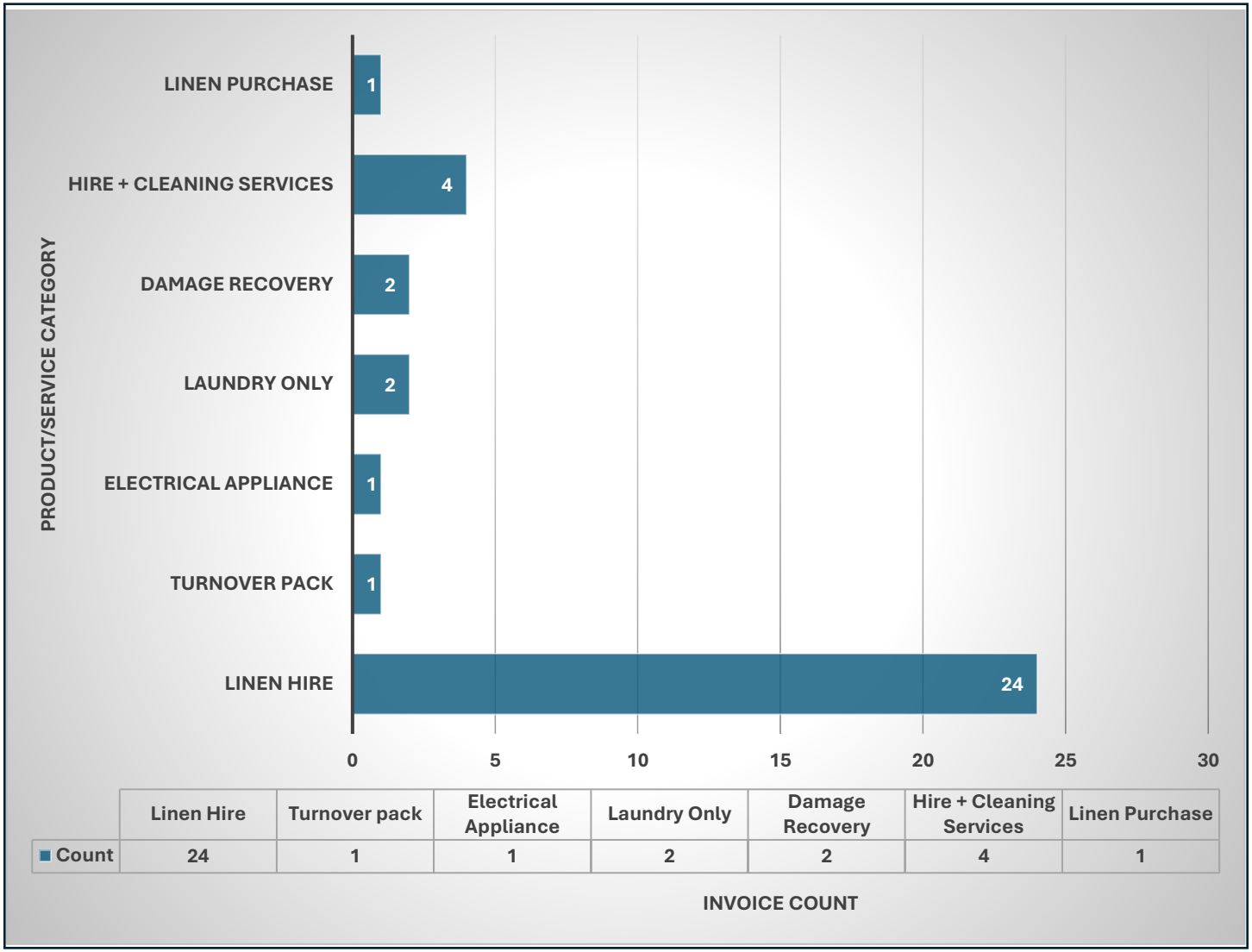
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £30,101.65

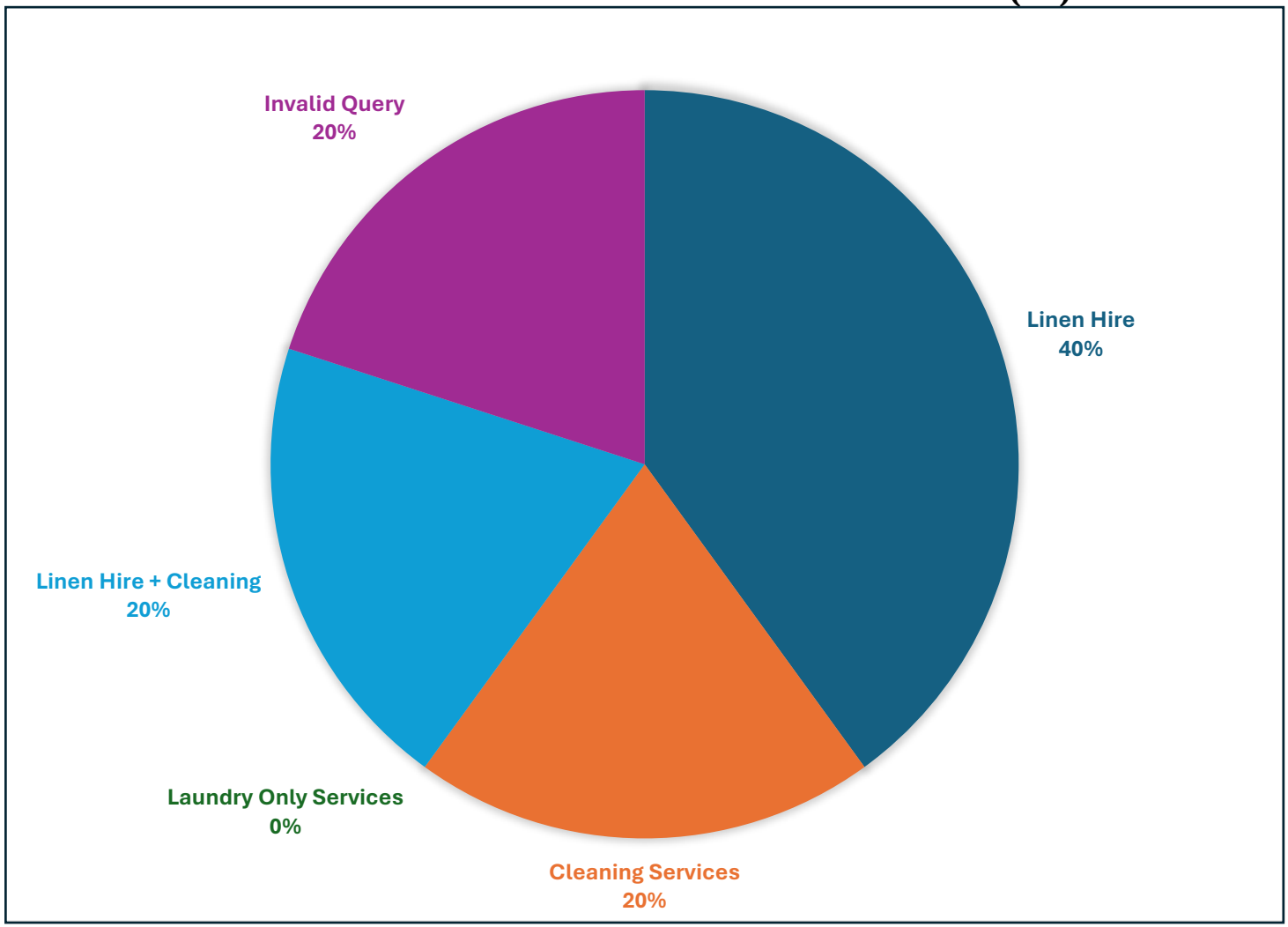
Total Revenue (excluding DMC): **£7,595.65**
DMC revenue: **£22,506**

DETAILED STATISTICS – INVOICE COUNT (35)

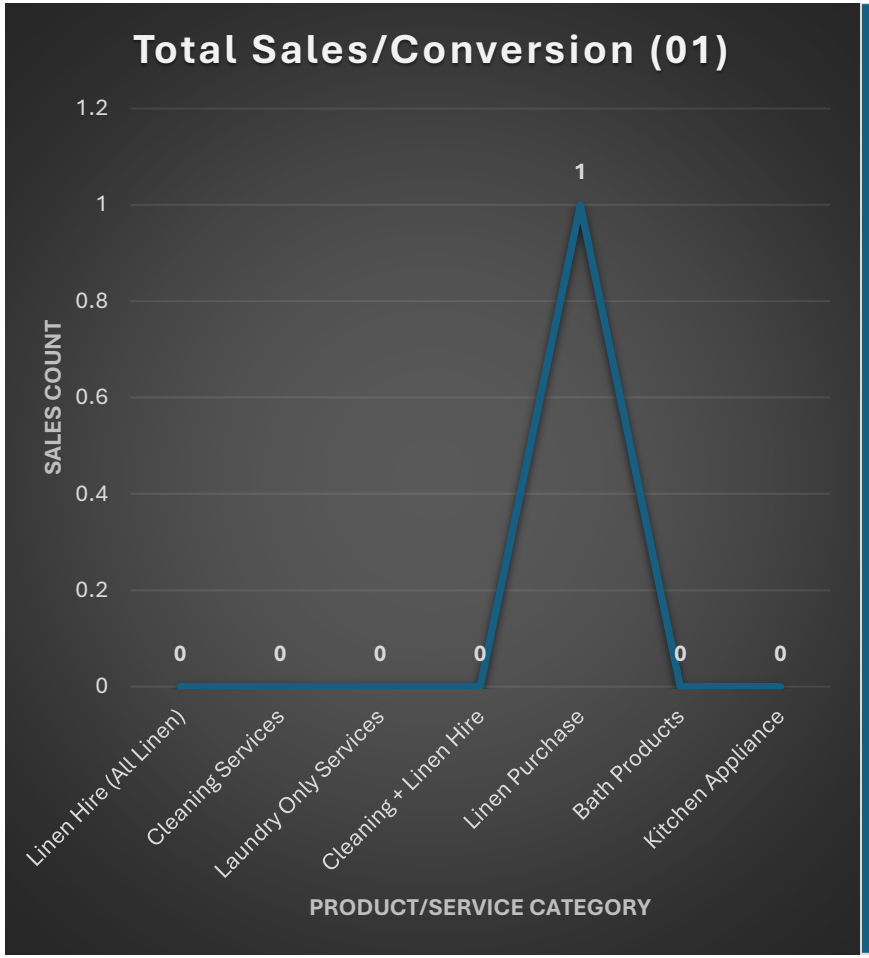


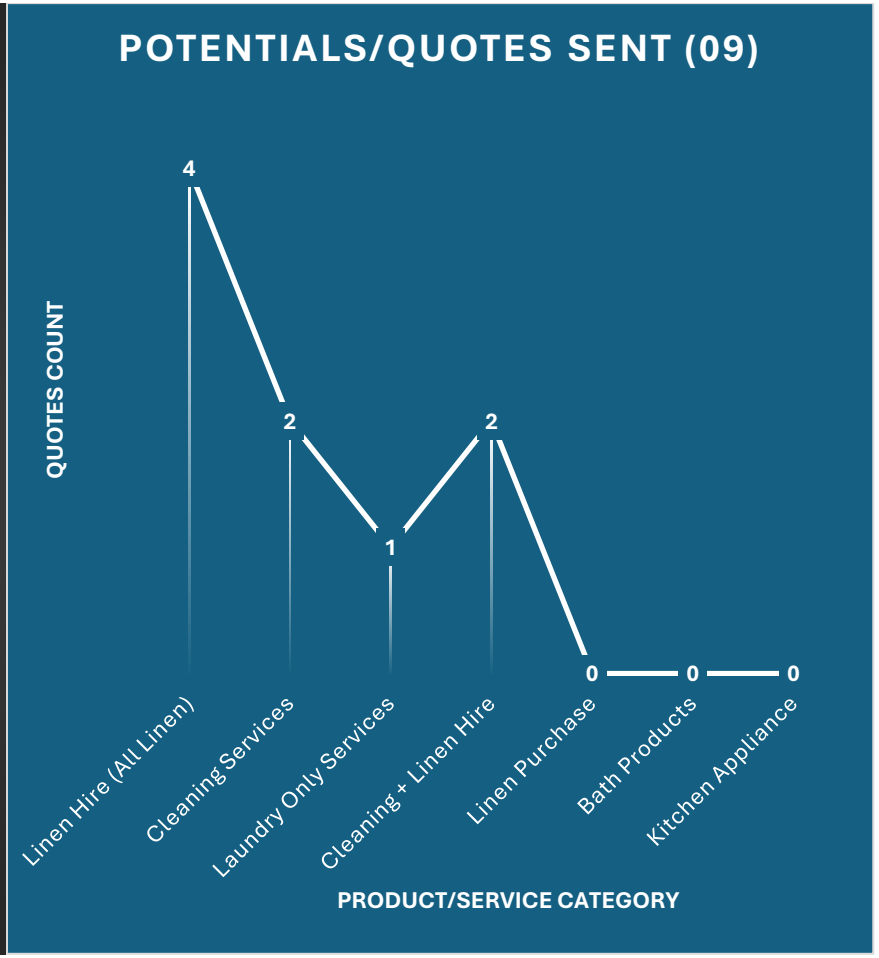
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Damage Recovery	Hire + Cleaning Services	Linen Purchase
Count	24	1	1	2	2	4	1

LEADS RECEIVED DURING THE WEEK (05)

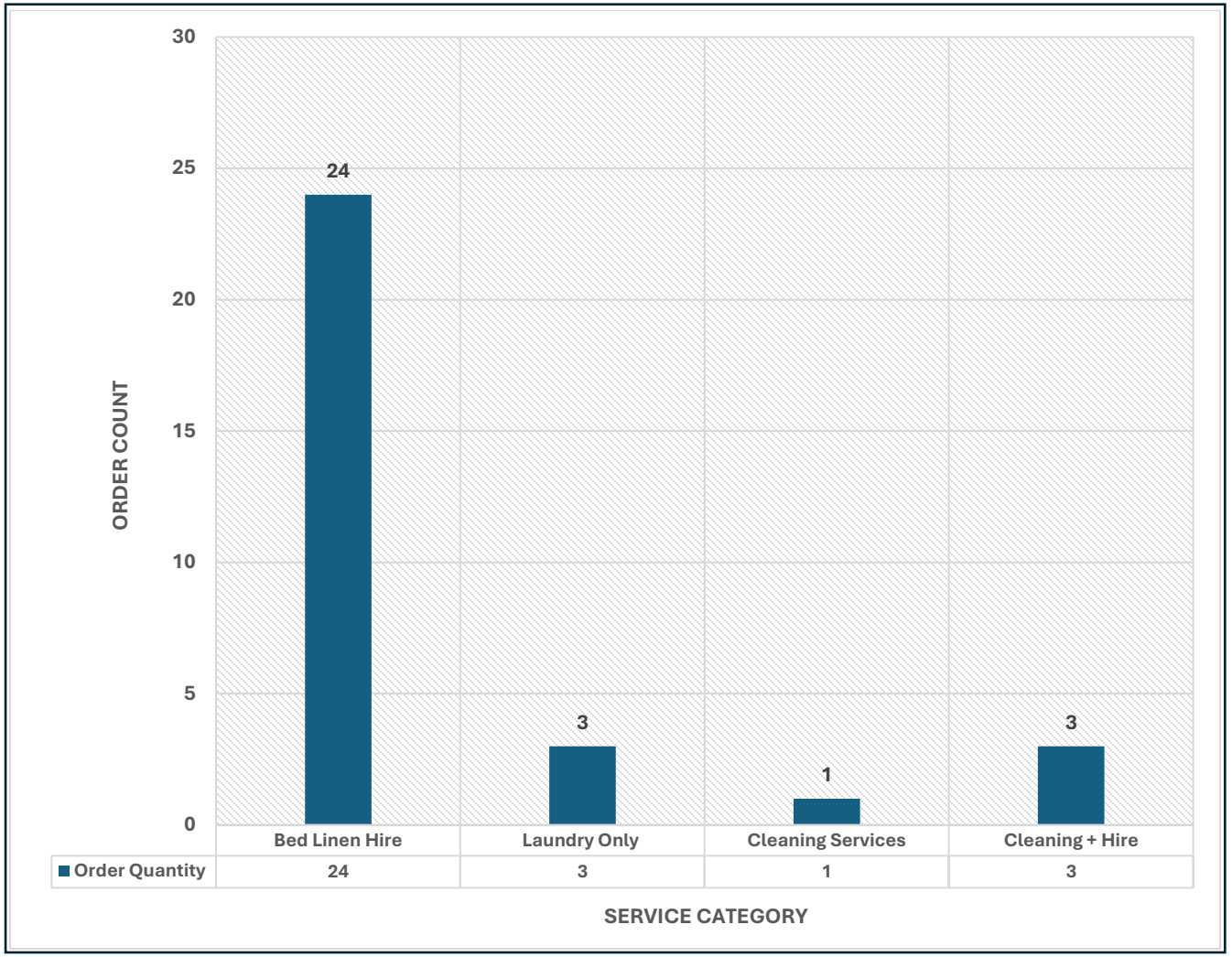


SALES TEAM ACTION





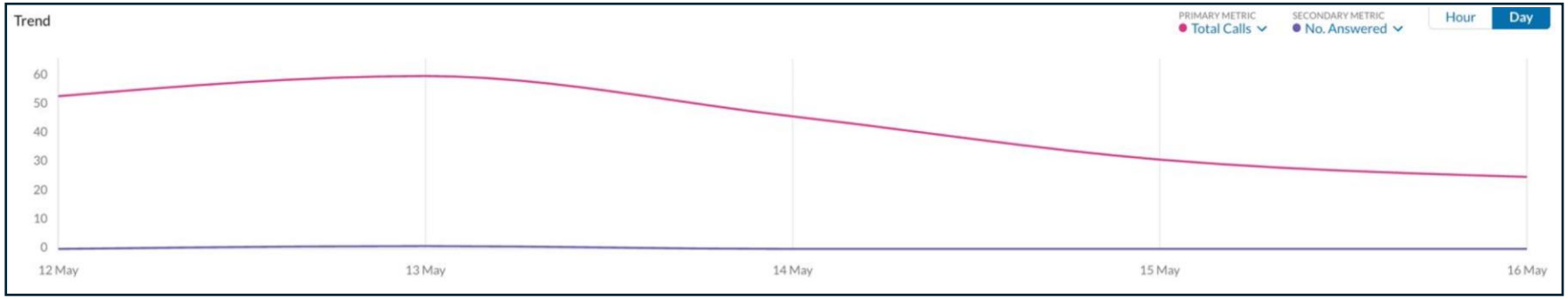
ORDERS DELIVERED DURING THE WEEK (31)



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

SALES CALL INSIGHTS

Sales Agent: Calvin & Suraksha
Total Calls during 5 working days of the week**: 215**
Average calls: Abhishek – **105 per day**, Calvin – **25 per day,** Suraksha – **85 per day**



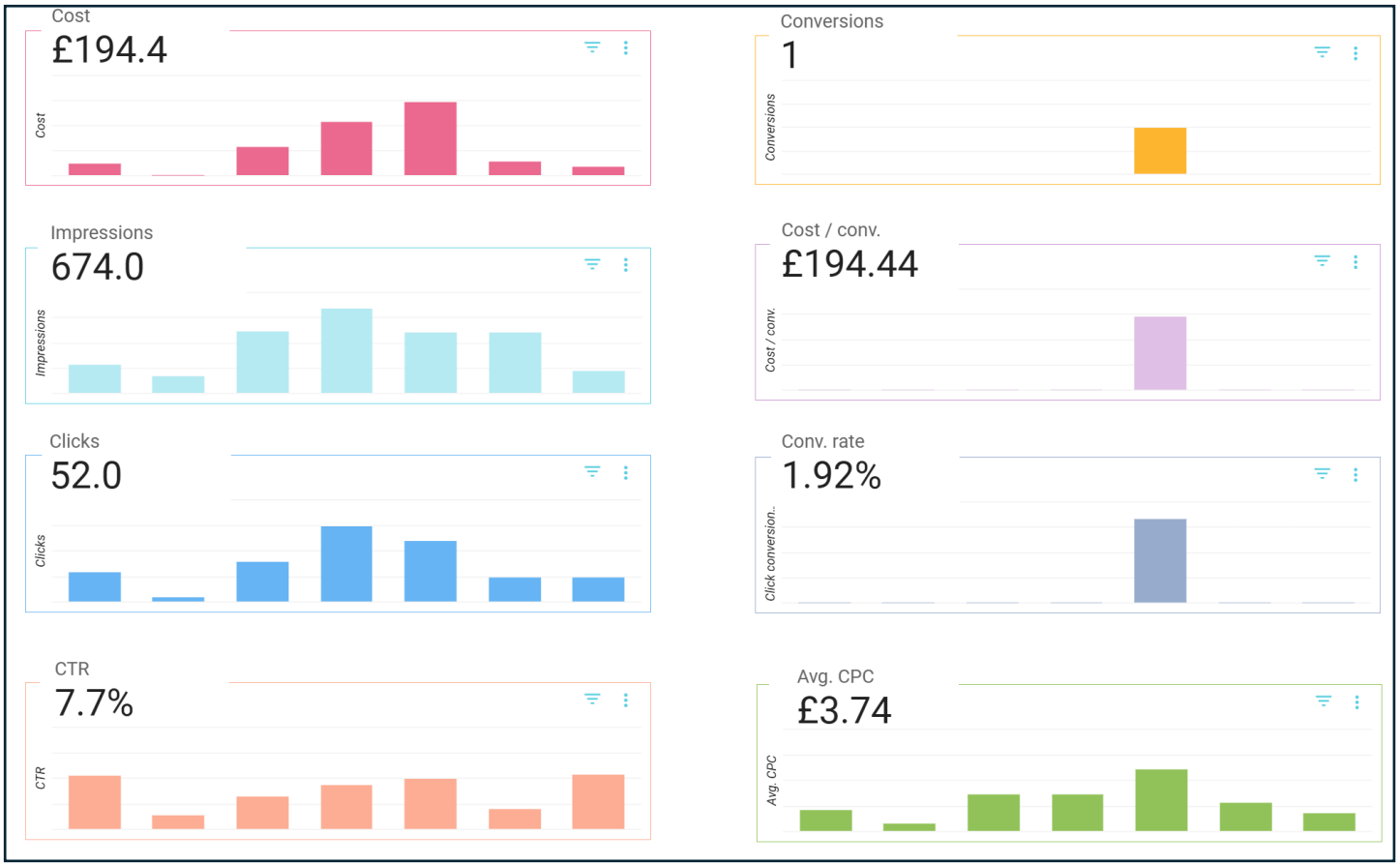
Users Select Columns — Total 3 Users — Show: 100

Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	105	21.00	5	100	80.0%	00:45
Hospitality Office	704	25	5.00	25	0	100.0%	00:00
Suraksha Joshua	709	85	17.00	6	79	100.0%	00:24

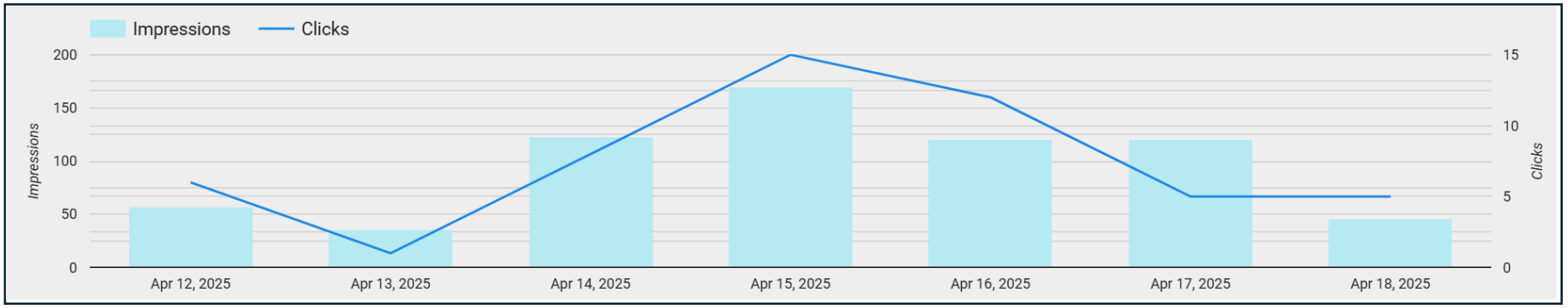
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 5 working days.
Average call by Suraksha is calculated based on 2.5 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

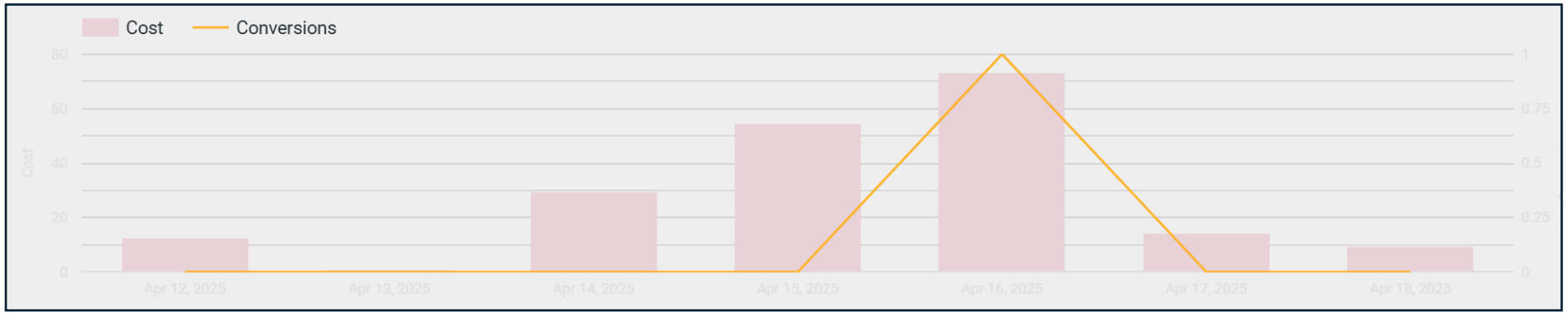
Google Ads
PERFORMANCE METRICS



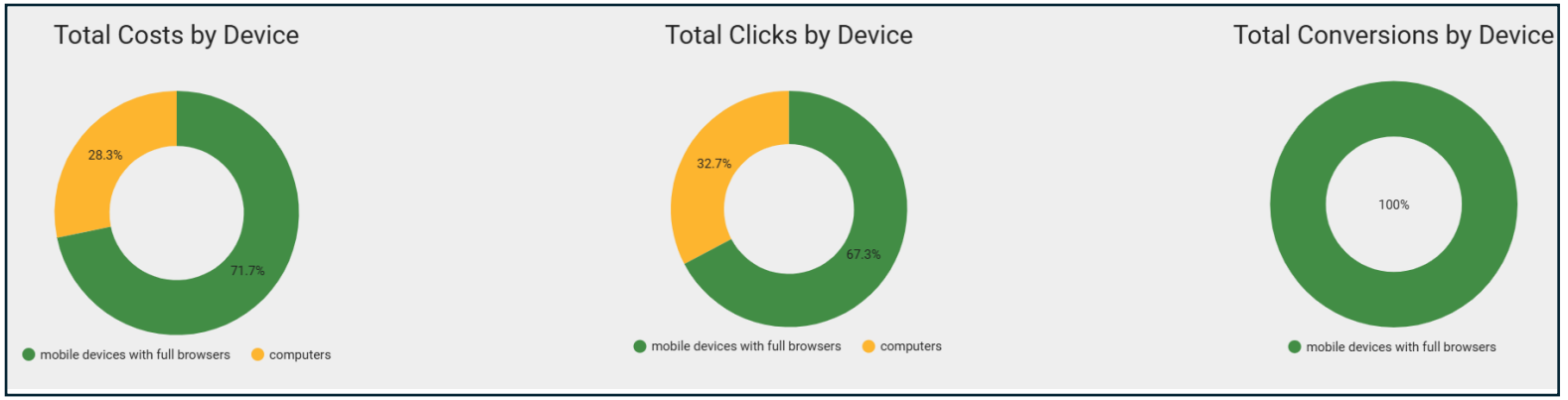
IMPRESSIONS 674.0 -1,110 & CLICKS 52.0 -51



CONVERSIONS 1 -1 vs COSTS £194 £-188.39



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£139	478	35	7.32%	£3.99	1	£139.48	2.86%
2.	computers	£55	194	17	8.76%	£3.23	0	£0	0%
3.	tablets with full browsers	£0	2	0	0%	£0	0	£0	0%
	Grand total	**£194**	**674**	**52**	**7.72%**	**£3.74**	**1**	**£194.44**	**1.92%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£108	388	24	6.19%	£4.5	1	£108.04	4.17%
Cleaning Services	£64	187	22	11.76%	£2.93	0	£0	0%
Hire Services_UK	£22	99	6	6.06%	£3.67	0	£0	0%
Laundry Services	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£194**	**674**	**52**	**7.72%**	**£3.74**	**1**	**£194.44**	**1.92%**

HIGHLIGHT (12/05/2025 – 18/05/2025)

SALES

Promising Leads & Contracts Signed

1. **Nida Mahmood – Pending Signature**
   Service Requested – Laundry Services
   Estimated quote amount – £61.20 approx. per order
   Frequency – Once in 2 months
   Location - Southwark, SE1 0LL
   Status - Nida confirmed earlier they have received and are creating a file for Londonist on their system. Once this has been done, they will sign and return contract.

2. **Muhammad Rahman, Real Renters – Customer (One time purchase)**
   Service Requested – Linen Purchase
   Estimated quote amount - **£104.34 per order**
   Business – Airbnb

3. **Machu lusengo – Promising Lead**
   Service requested – Linen Hire Services
   Estimated Quote amount – **Approx. £450 per order**
   Location – Slough
   Status – Waiting for the quantity and location of delivery to be finalised. Discussion ongoing.

4. **Miguel Kitiai, Mr Lobo – Promising Lead**
   Service requested – Tablecloth & Napkin Hire
   Estimated Quote amount - **TBD**
   Business – Restaurant
   Location – Islington
   Status – Interested to know more about our company and feedback is awaited.

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.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **1**

Cost per Conversion - **£194.44**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£64**
   Leads generated – **0**
2. Hire Ads spent - **£130**
   Leads generated – **1**
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	4
Cleaning Services	0	2
Laundry Only Services	0	1
Cleaning + Linen Hire	0	2
Linen Purchase	1	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**9**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	24	£6,707
Turnover pack	1	£22,362
Electrical Appliance	1	£144
Laundry Only	2	£211
Damage Recovery	2	£31
Hire + Cleaning Services	4	£543
Linen Purchase	1	£104
Total	**35**	**£30,102**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	24
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	3
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	1
GRAND TOTAL	**5**

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	25	5.00	5
Abhishek	105	21.00	5
Suraksha	85	34.00	2.5
GRAND TOTAL	**215**	**60.00**	**12.5**

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

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day
Ahmad Hassan	Linden House Hotel	x140 Double Sheet x140 Single Sheet x300 Pillowcases x400 Bathtowel x120 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	19/05/2025
Elena Ferrara	Magic Stay London	**100 Double Linen Sets & Bathmats** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT,1x BM)	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	Delivery & Collection	19/05/2025
Steven Wong	Messiah Property Ltd	**5 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	42 Carronade Court, Eden Grove, N7 8EP	Delivery & Collection	19/05/2025
Natalie Emmerson	Natalie Emmerson	**Propert Cleaning** **1x King Linen Set** **2x Double Linen Set**	8 Broxash Road, London, SW11 6AB	Delivery, Cleaning & Collection	19/05/2025
Airbnb	Steve Cogan	**Collection**	26 Arminger Road, W12 7BB	Collection	19/05/2025

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	19/05/2025
Chris Grace	Walker Reinhart	**X54 Pillowcases** **x3 Super King Sheet** **x3 Super King Duvet Cover** **x9 King Bed Sheet** **x9 King Duvet Cover** **x24 Bath Towels** **x5 Hand Towels** **x4 Bathmats**	27 Parson's Green Lane, London, SW6 4HH	Delivery & Collection	20/05/2025

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)** **20x KING SETS (King Linen Set Hire (Bed + Bath), polycotton White)** **20x 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)** **15x king sets (King Linen Set Hire (Bed + Bath), 100% Cotton White)** **15x bath mats (King Linen Set Hire (Bed + Bath), 100% Cotton White)**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, W2 3DB	Delivery & Collection	20/05/2025
Shane Woods	Leiso Property	**x16 Pillowcases** **x4 King Size Duvet Cover** **x4 Double Bed Sheet** **x8 Bath Towels** **x8 Hand Towels** **x6 Bath Math**	114 Warneford Road, HA3 9HY	Delivery & Collection	20/05/2025

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	20/05/2025
Ahmad Hassan	Linden House Hotel	x140 Double Sheet x140 Single Sheet x300 Pillowcases x400 Bathtowel x120 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	21/05/2025
Andrea	Voyage Stay	**x5 King Linen Set with x20 Pillow Cases** **x14 Bath Towel** **x10 Hand Towel** **x5 Bathmat**	9 Wigmore Place, W1U 2LS	Delivery & Collection	21/05/2025

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	21/05/2025
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	Delivery & Collection	21/05/2025
Yuliya	YBB Rent	**9 king sheets** **34 bath towels** **15 hand towels**	Flat 2, 179 Battersea Park Road, SW8 4LR	Delivery & Collection	21/05/2025

Heidi Kampa	La Bibliotheque	**x32 Pillowcases** **x40 Hand towels** **x45 Bath towels** **x25 Bath mats** **x15 Super King Duvet Cover** **x18 Super King Bed Sheet**	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	21/05/2025
Pam Nash	Tottenham Abode	**6 Barstall Road, N15 5EN** **x2 King Linen Sets** **x7 Double Linen Sets** **x4 Singles Linen Sets** 22 Pillowcases 22 Hand Towels 22 Bath Towels Please read the instructions on the new format	6 Barstall Road, N15 5EN **Delivery** 26 Roslyn Road, N15 5ET **Collection** 18 Dunloe Avenue, London, N17 6LA **Collection**	Delivery & Collecton	22/05/2025
Corentin Muller	Seeker Estates Ltd	**30 Double Set with Bathmats** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) **17 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	22/05/2025
Steven Wong	Messiah Property Ltd	**8 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Maine Tower, 9 Harbour way, E14 9DN	Delivery & Collection	22/05/2025

Jennifer Atienza	Pankhurst London	**Laundry Only**	Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU	Delivery & Collection	22/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**30 king size packs(no towels included)** **10 super king size(no towels included)** **10 single (no towels included)** **40 bath mats** **40 kitchen towels**	57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection	22/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**4x Double Linen sets** **2 x King size Linen sets** **12x Bath Towels** **6 x hand towels**	11 Romola Road, SE24 9BA	Delivery & Collection	22/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**NA**	11 Stubbs Way, London, SW19 2UW	Collection	22/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**NA**	174 Tooting High Street, SW17 0RT	Delivery & Collection	22/05/2025
Blagovesta Kyuchukova	Building Clean London LTD	**NA**	244 Wimbledon Park Road SW18 5RL	Delivery & Collection	22/05/2025
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	22/05/2025
Chris Grace	Walker Reinhart	**6 King Linen Sets** (x4 PC, x1 DC, x1 BS) **6 Double Linen Sets** (x4 PC, x1 DC, x1 BS) **6 Single Linen Sets** (x2 PC, x1 DC, x1 BS) **x12 Hand Towel** **x30 Bath Towels**	27 Parson's Green Lane, London, SW6 4HH	Delivery & Collection	22/05/2025

Nina Paola	Balay at Kultura	**x2 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **x3 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	39E New Barn Street, London, E13 8JZ	Delivery & Collection	22/05/2025
Ahmad Hassan	Linden House Hotel	x140 Double Sheet x140 Single Sheet x300 Pillowcases x400 Bathtowel x120 Bathmats 100% Cotton Only - Pack into smaller bags	4-6 Sussex Pl, Tyburnia, London W2 2TP	Delivery & Collection	23/05/2025
Nico	Nico Living Properties	**x20 Super King Linen Set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x30 Double Linen Set** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x4 Single Linen Set** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	24 Westall St, Reading RG2 9RL	Delivery & Collection	23/05/2025
Steven Wong	Messiah Property Ltd	**6 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat 2, 152 Lambeth Rd, SE1 7DF	Delivery & Collection	23/05/2025
Steven Wong	Messiah Property Ltd	**6 King Linen Sets + 6 Bathmaths + 6 Toiletry kit** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Flat 1, 26 Lupus street SWIV 3DZ	Delivery & Collection	23/05/2025
Lawrence Nicol	Lawrence Nicol	x5 Double Bedsheet x17 Double Duvet Cover x7 Bath Towel x4 Single Duvet Cover x6 Hand Towels	63 Harold Estate, Pages Walk, London, SE1 4HW	Delivery & Collection	23/05/2025
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	23/05/2025

Anna	PTK	**Property Cleaning** **x1 Super King Linen Set** **1x King Linen Set** **2x Single Linen Set**	10 Mossford Street, Bow, London E3 4TH	Delivery, Cleaning & Collection	24/05/2025
Anna	PTK	**Property Cleaning** **2x Double Linen Set** **2x Single Linen Set**	40 Manchester Grove, E14 3BG	Delivery, Cleaning & Collection	25/05/2025
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	25/05/2025