londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

09/06/2025 – 15/06/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£55,526.19

TOTAL INVOICES

37

NEW LEADS

15

QUOTES SENT

13

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HOSPITALITY

CONVERSIONS

1

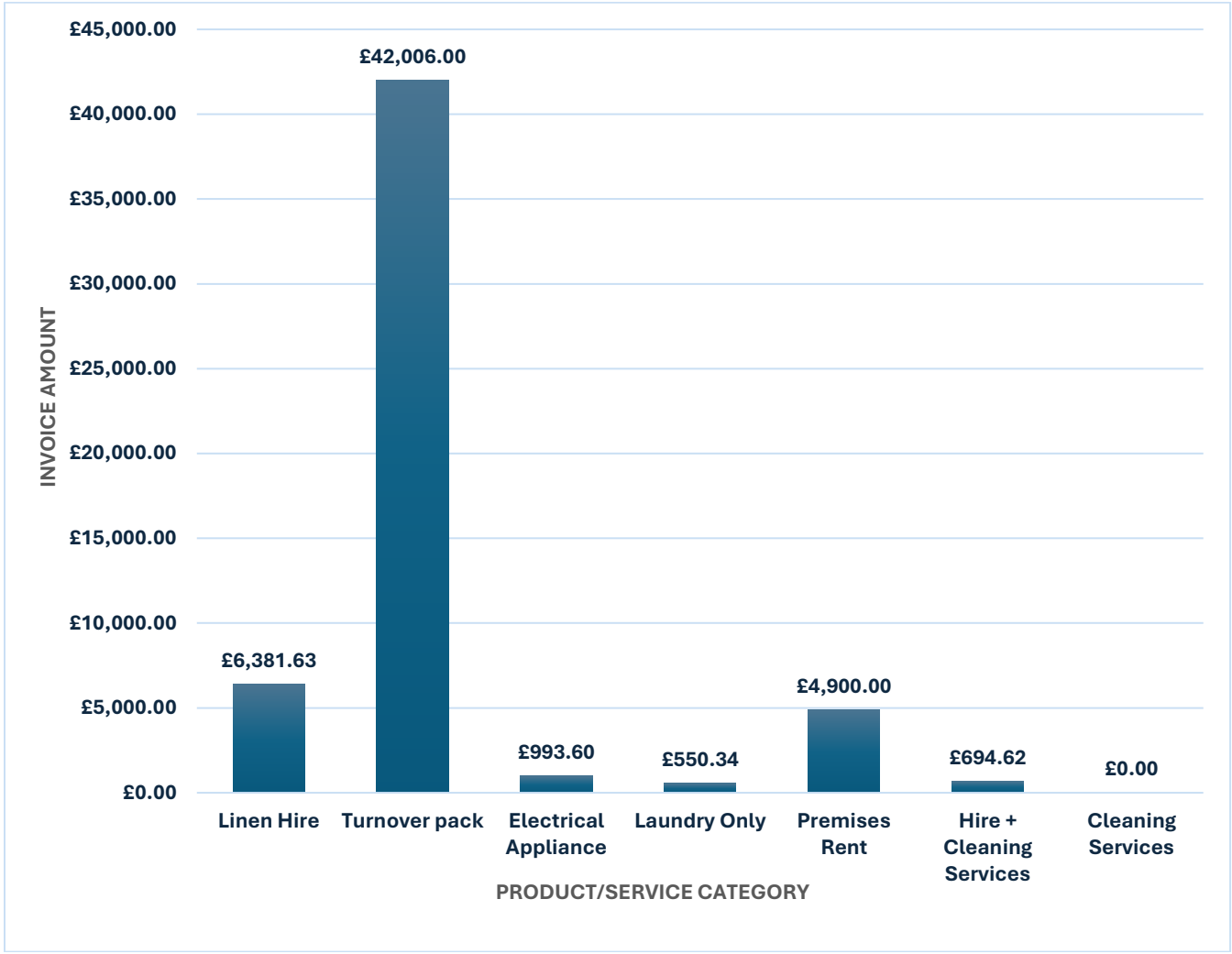
ORDERS DELIVERED

38

AMAZON ORDERS

9

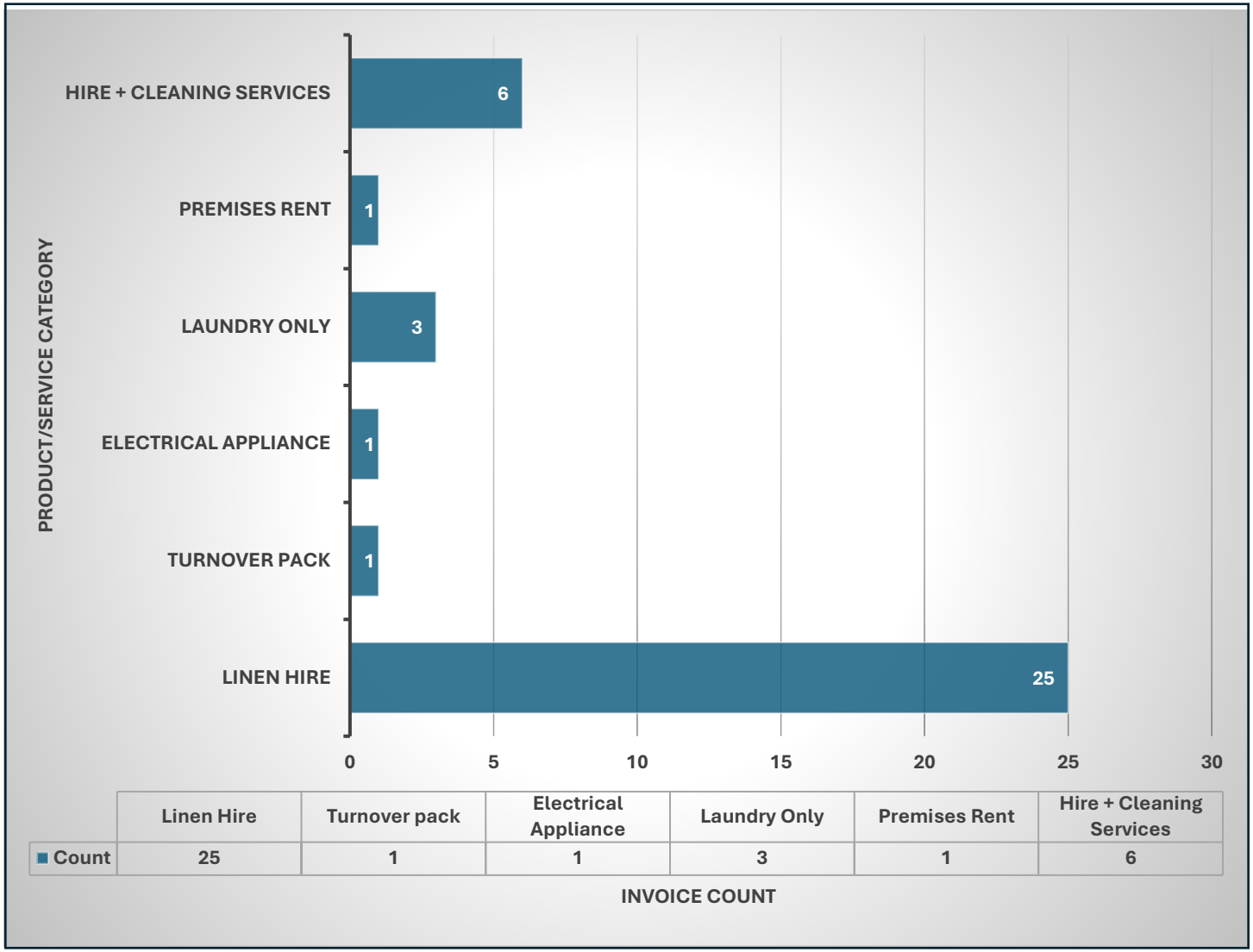
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £55,526.19

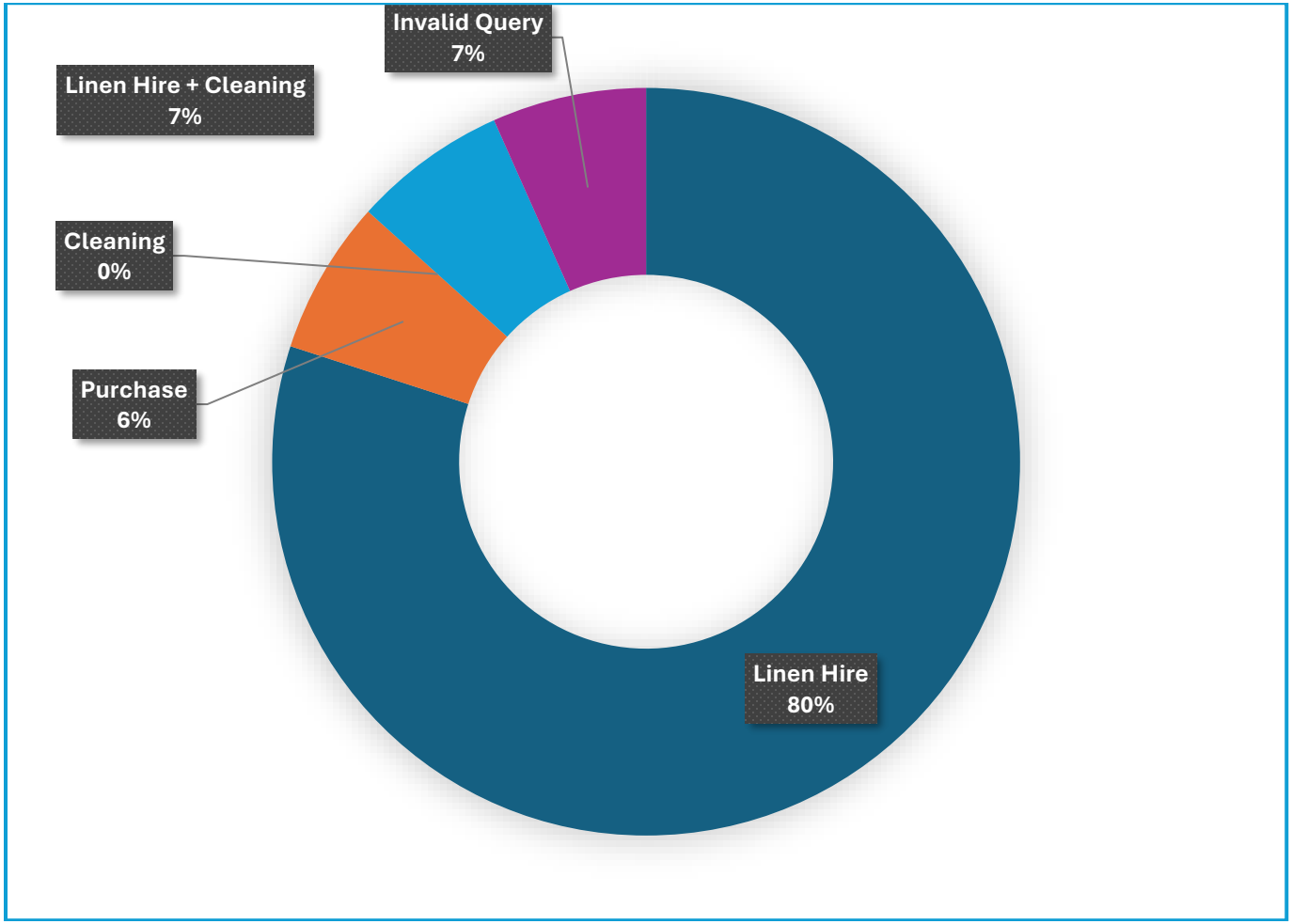
DMC sales: **£42,999.6**
Premises Rent (Orange Event): **£4,900**
Other (LHS Clients): **£7,626.59**

DETAILED STATISTICS – INVOICE COUNT (37)



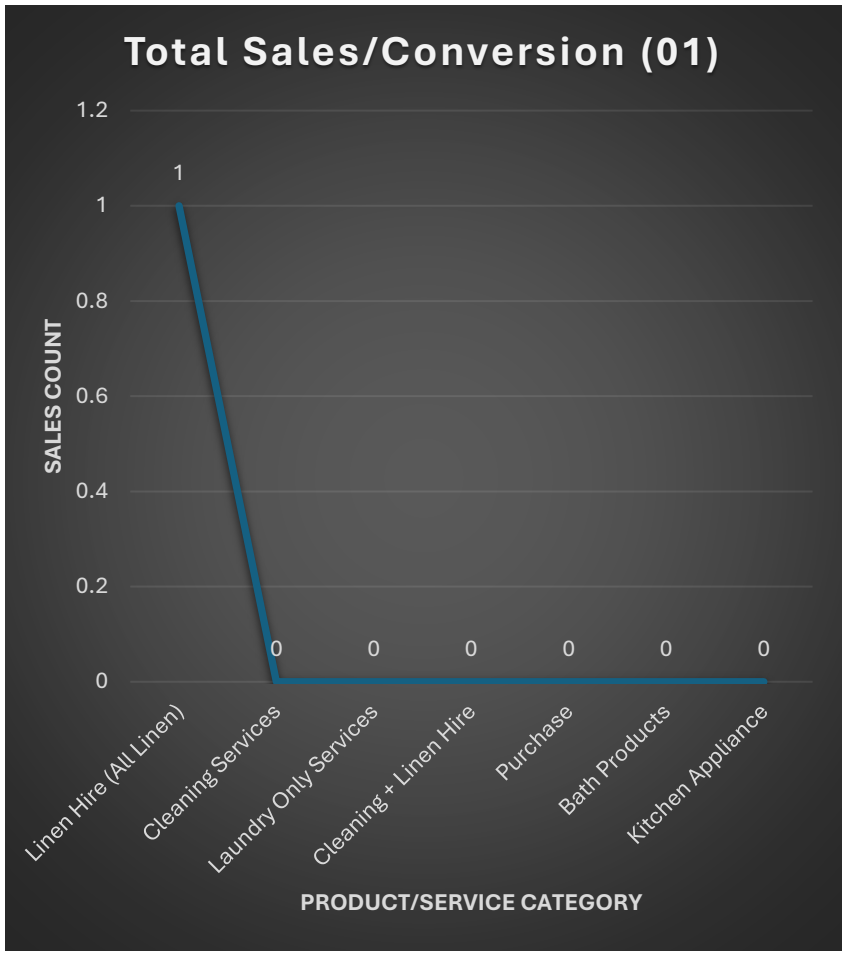
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Premises Rent	Hire + Cleaning Services
Count	25	1	1	3	1	6

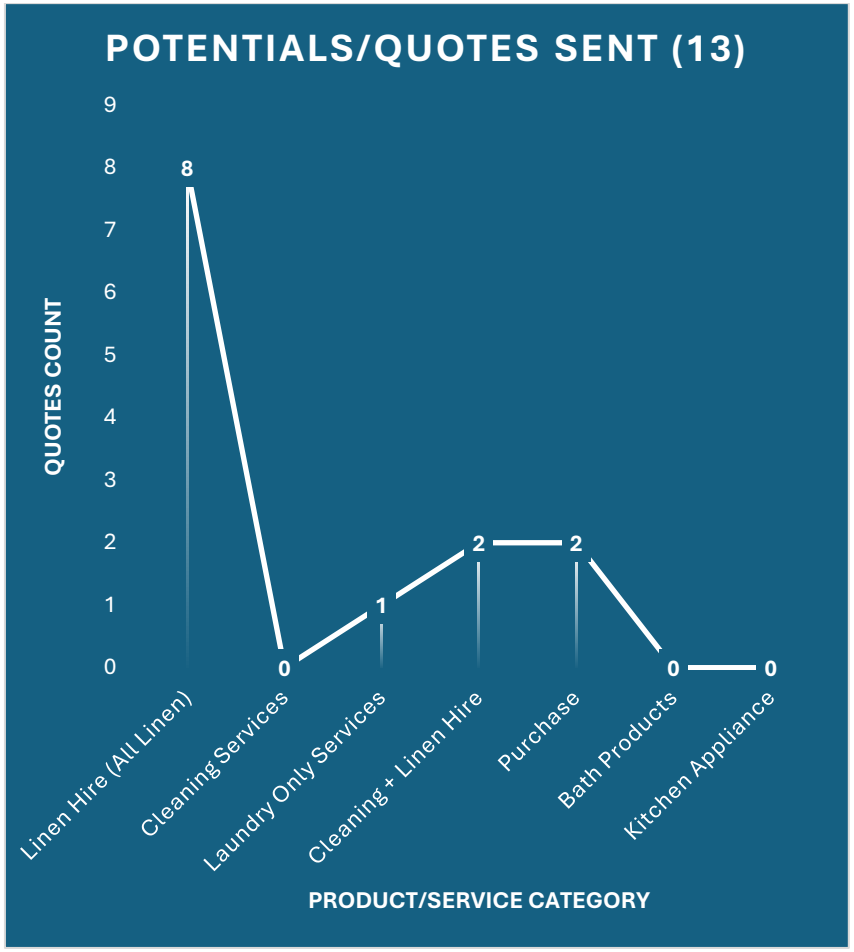
LEADS RECEIVED DURING THE WEEK (15)



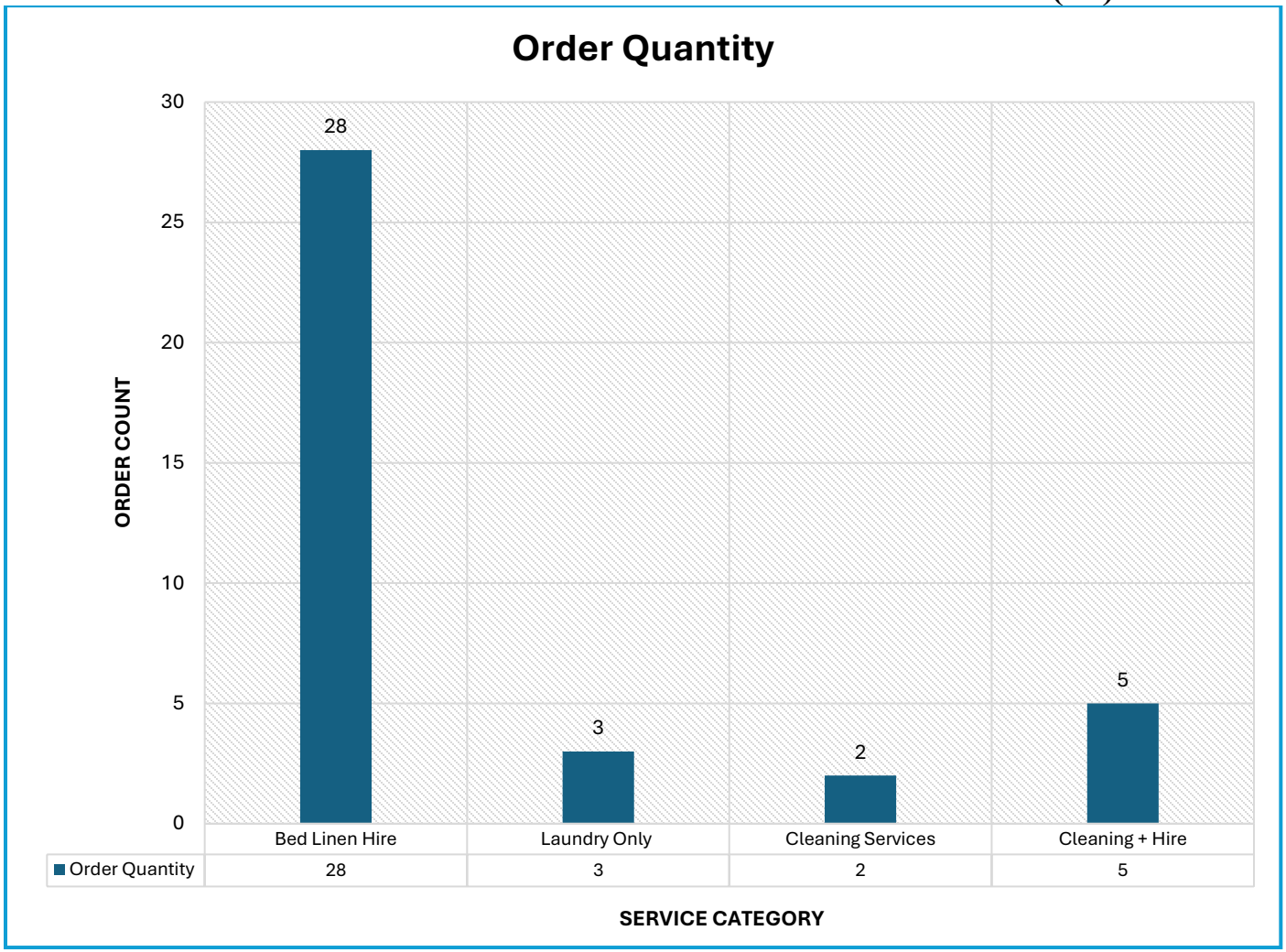
Self-sourced leads from Field sales - 02

SALES TEAM ACTION





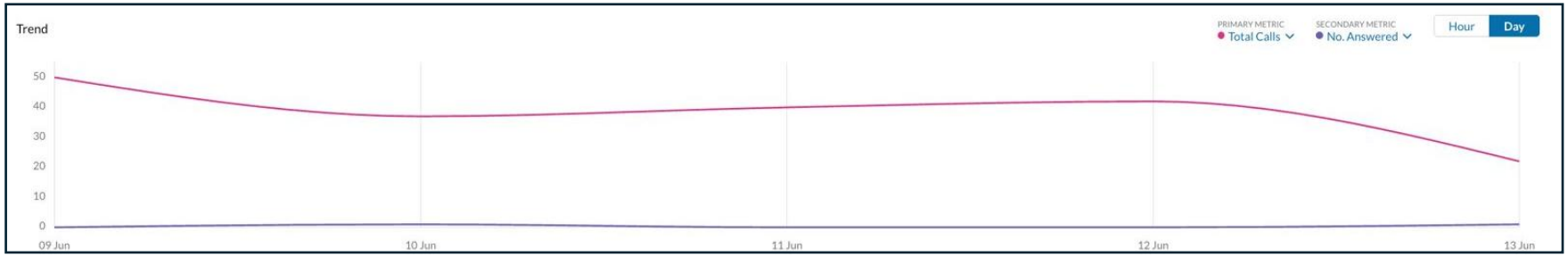
ORDERS DELIVERED DURING THE WEEK (38)



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

SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek
Total Calls during 5 working days of the week**: 191**
Average calls: Abhishek – **19 per day**, Calvin – **19 per day**



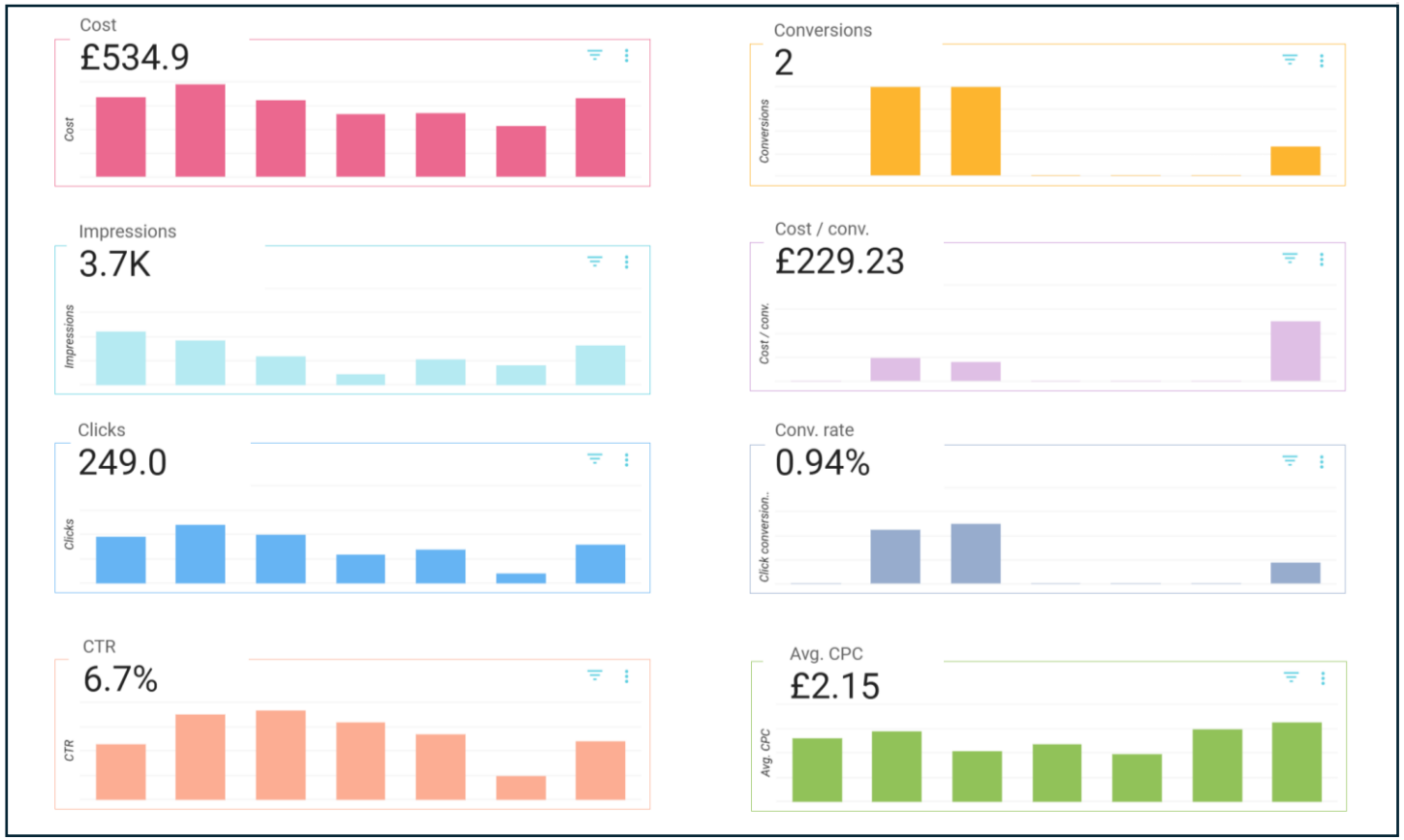
Users Select Columns — Total 2 Users — Show: 100

Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	97	19.40	1	96	100.0%	00:43
Hospitality Office	704	94	18.80	5	89	60.0%	01:06

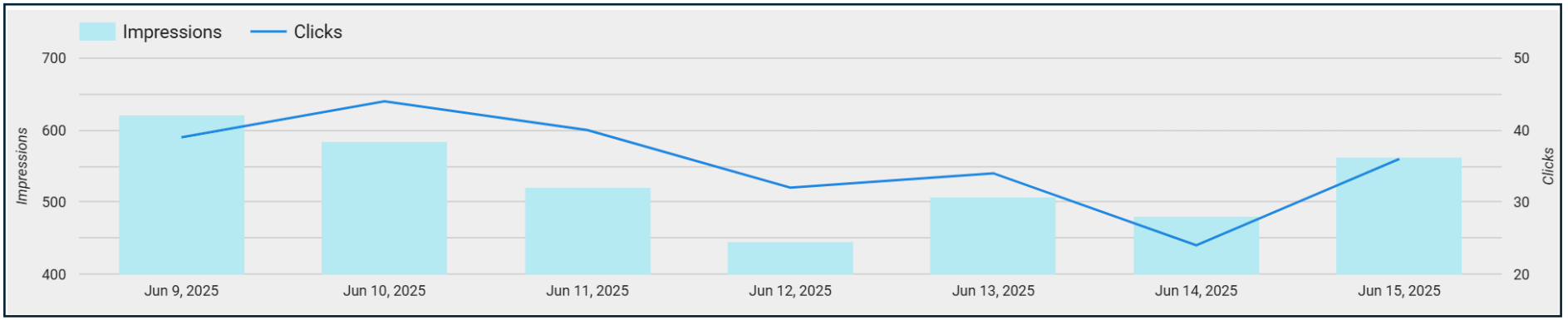
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 5 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

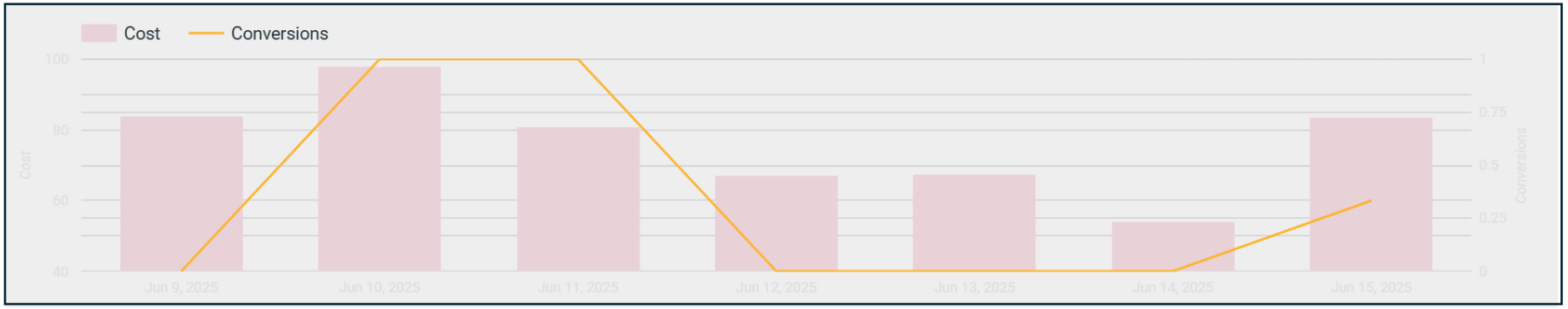
Google Ads
PERFORMANCE METRICS



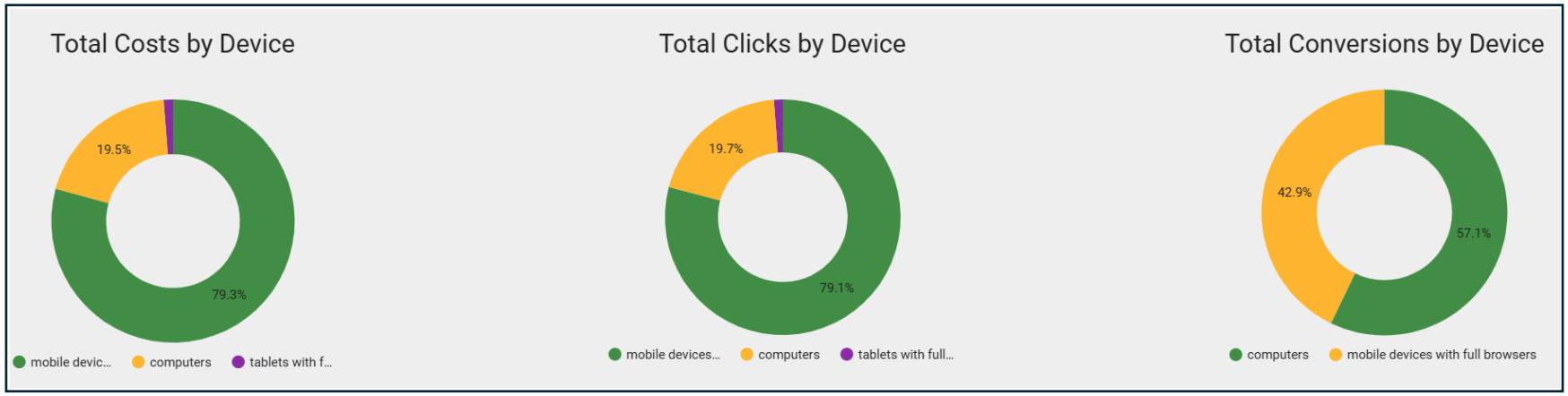
IMPRESSIONS 3.7K ↑ 423 & CLICKS Clicks 249.0



CONVERSIONS 2.33 ↓ -1.67 vs COSTS £535 ↑ £16.61



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£424	3,016	197	6.53%	£2.15	1	£423.94	0.51%
2.	computers	£104	674	49	7.27%	£2.13	1.33	£78.25	2.72%
3.	tablets with full browsers	£7	34	3	8.82%	£2.2	0	£0	0%
	Grand total	**£535**	**3,724**	**249**	**6.69%**	**£2.15**	**2.33**	**£229.23**	**0.94%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£363	3,031	188	6.2%	£1.93	2.33	£155.65	1.24%
Cleaning Services	£172	693	61	8.8%	£2.81	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	**£535**	**3,724**	**249**	**6.69%**	**£2.15**	**2.33**	**£229.23**	**0.94%**

HIGHLIGHT (09/06/2025 – 15/06/2025)

SALES

Promising Leads & Contracts Signed

1. **Amy Pole, Studio JA Projects – Customer**
   Service Requested – Tablecloth Hire
   Invoice amount – **£107.40**
   Frequency – One Time Event
   Location – Rich Mix 35-47 Bethnal Grn Rd, London E1 6LA

2. **Jay, Publicis Sapient – Promising Lead**
   Service Requested – Linen Hire + Cleaning Service
   Estimated quote amount - **£97.02 per service**
   Frequency – Frequency may vary depending on the bookings
   Delivery Location – TBD

3. **York Hotel – Promising Lead**
   Service Requested – Linen Purchase (Pillows & Duvets)
   Estimated quote amount - **£725.99**
   Frequency - Occasionally
   Delivery Location - 9-15 York Road, Ilford Essex

4. **Martin Severs – Promising Lead**
   Service Requested – Tablecloth Hire
   Estimated quote amount - **£93.49**
   Delivery Location – Old Street, London, EC1
   Status – Martin Sewers should be closed this week providing price is competitive and the approval received from Management as the prospect would need these by Friday 20 June

5. **Iona Konsta, Airbnb – Promising Lead**
   Service Requested – Linen Hire + Cleaning Services
   Estimated quote amount - **£92 per service**
   Delivery Location – W4 4BX
   Status – New quotation for Linen hire was sent as she decided on hiring services towards the end and still waiting to hear back from her. Konsta

6. **Linda Iacobucci, Home 2 Home Property Staging Ltd – Promising Lead**
   Service Requested – Linen Hire
   Estimated quote amount – **£113.23**
   Location – Slough
   Requirement – 10 sets per week
   Status – Prospect has requested for samples to be sent. Samples sent on 10/06/2025.

7. **Beena** – Promising Lead
   Service Requested – Linen Hire
   Estimated Quote Amount – **£28.74 - £63 per order**
   Frequency – TBD
   Status – Waiting for the feedback.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **2**

Cost per Conversion - **£229.23**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£172**
   Leads generated – **0**
2. Hire Ads spent - **£363**
   Leads generated – **2**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	8
Cleaning Services	0	0
Laundry Only Services	0	1
Cleaning + Linen Hire	0	2
Purchase	0	2
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**13**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	25	£6,381.63
Turnover pack	1	£42,006.00
Electrical Appliance	1	£993.60
Laundry Only	3	£550.34
Premises Rent	1	£4,900.00
Hire + Cleaning Services	6	£694.62
Cleaning Services	0	£0.00
Total	**37**	**£55,526.19**

***DMC* - £42,999.6**
Premises Rent - £4900
LHS (Other clients) - £7,626.59

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	28
Laundry Only	3
Cleaning Services	2
Cleaning + Hire	5
Total	**38**
Orders placed - 25 Clients	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	12
Purchase	1
Cleaning	0
Linen Hire + Cleaning	1
Invalid Query	1
GRAND TOTAL	**15**

Self-sourced leads - 2

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	94	18.80	5
Abhishek	97	19.40	5
GRAND TOTAL	**191**	**38.20**	**10**

TENTATIVE SCHEDULE FOR NEXT WEEK (16/06/2025 – 22/06/2025)

Company Name	Order Ref	Delivery Address	Delivery /Collection	Contact Details	Order Description
Linden House Hotel	INV-002420	4-6 Sussex Pl, Tyburnia, London W2 2TP	AM - Delivery/Collection	07846 366 652	%100 Cotton
Magic Stay London	INV-002423	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	AM - Delivery/Collection	07717 613 340 / 07719 777 616	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Messiah Properties	INV-002397	Flat E, 1 Glazbury Road, London, W14 9AS	AM - Delivery/Collection	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002394	42 Carronade Court, Eden Grove, N7 8EP	AM - Delivery/Collection	7787 080 000/ 0204 603 4190	%100 Cotton - Sets

Abhishek Garodia	INV-002402	Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ	AM - Delivery/Collection/Property Clean	+44 7478 904582	Cleaning (x2 Toilet Rolls)
Pass the Keys	INV-002404	40 Manchester Grove, London E14 3BG	AM - Delivery/Collection/Property Clean	+44 7308 625885	Cleaning
Pass the Keys	INV-002403	10 Mossford Street, Bow, London E3 4TH	AM - Delivery/Collection/Property Clean	+44 7308 625885	Cleaning
Building Clean London	INV-002419	57-59 Philbeach Gardens, SW5 9EE	PM - Delivery/Collection	07562 448 464	Sets
Chris Grace	INV-002410	Maid In Chelsea, 27 Parson's Green Lane, London SW6 4HH	PM - Delivery/Collection	07938 884 101	Itemised
Improvement and Development Agency	INV-002428	18 Smith Square, SW1P 3HZ	PM - Delivery	07717 572 643	20x Table Cloth - POLYCOTTON - WHITE 180x25cm, 230cm
Kiyora Spa	NA	97 Old Brompton Road, Kensington, SW7 3LD	PM - Delivery/Collection	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
London Holiday Rental	INV-002417	124 Mile End Road E1 4UN	AM - Delivery/Collection	"+44 7548 067617	Itemised
Messiah Properties	INV-002398	161A Brook Drive, SE11 4TG	AM - Delivery/Collection	7787 080 000/ 0204 603 4190	%100 Cotton - Sets
GK Lettings	INV-002415	2 Vincent Road, CR0 6ED Croydon	AM - Delivery/Collection	07703430949	Itemised

Perfect Touch Cleaning Services	CANCELLED	3 Silkfield Road, Colindale, NW96 QT	AM - Delivery/Collection	07766846868	Sets
Devereux Residences	INV-002429	Big Yellow Storage, 71 Townmead Road, London, SW6 2ST	PM - Delivery/Collection	+44 7585 851170	(4x pillows, duvet cover & bed sheet) + 40 Pillow cases
London Urban Escape	INV-002409	1 Westbourne Crescent, London, W2 3DB	PM - Delivery/Collection	07481 154 511	%100 Cotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
London Urban Escape	INV-002409	14 Camden High Street, London, NW1 0JH	PM - Delivery/Collection	07481 154 511	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Linden House Hotel	INV-002421	4-6 Sussex Pl, Tyburnia, London W2 2TP	AM - Delivery/Collection	07846 366 652	100% Cotton - Pack itemised and not in sets
Art of Smile	INV-002426	2 Gladstone Park Gardens, NW2 6JU	AM - Delivery/Collection	07507 925 485	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-002426	84 Harlesden Road, NW10 2BE	AM - Delivery/Collection	07507 925 485	Polycotton sets in (x4 PC, x1 DC, x1

					BS, x2 HT, x2 BT)
Art of Smile	INV-002426	140 Clitterhouse Cress, NW2 1DA	AM - Delivery/Collection	07507 925 485	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Caius Capital LLP	INV-002413	Caius Capital LLP, 2 Park Street, London, W1K 2HX	AM - Delivery/Collection	0207 190 7940	
Westeen Properties	NA	E3 4LU, 45 St. Clair House, British Street	PM - Collection	+44 7379 621223	Collection
La Bibliotheque	INV-002411	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	PM - Delivery/Collection	07799 007 963 / 01450 367 110	Itemised
Seeker Estates Ltd	INV-002407	Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH	AM - Delivery/Collection	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Afaad Properties	INV-002436	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	AM - Delivery/Collection/Property Clean	+44 7948 977750	Cleaning
Messiah Properties	INV-002396	Basement flat, 69 Marchmont St, WC1N 1AP	AM - Delivery/Collection	7787 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002400	Flat 1, 26 Lupus street SWIV 3DZ	AM - Delivery/Collection	7787 080 000/ 0204 603 4190	7 Toiletry Kits 100% Cotton
Magic Stay London	NA	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	AM - Collection	07717 613 340 / 07719 777 616	Collection

Pankhurst London	NA	Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU	PM - Delivery/Collection	07766 811 141	Pack accordingly - Towels
Building Clean London	INV-002430	57-59 Philbeach Gardens, SW5 9EE	PM - Delivery/Collection	07562 448 464	Sets
Building Clean London	TBC	11 Romola Road, SE24 9BA	PM - Delivery/Collection	+44 7806 683932	Sets
Building Clean London	TBC	11 Stubbs Way, London, SW19 2UW	PM - Delivery/Collection	07562 448 464	Sets
Building Clean London	TBC	174 Tooting High Street, SW17 0RT	PM - Delivery/Collection	07562 448 464	Sets
Building Clean London	TBC	244 Wimbledon Park Road SW18 5RL	PM - Delivery/Collection	07562 448 464	Sets
Tibor Matta	INV-002401	38 Wansey Street, London, SE17 1JP,	PM - Delivery/Collection	07858 815 837	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT) + (x1 PC, x1 DC, x1 BS, x1 HT, x1 BT)
Linden House Hotel	INV-002422	4-6 Sussex Pl, Tyburnia, London W2 2TP	AM - Delivery/Collection	07846 366 652	100% Cotton Only - Pack into smaller bags
Seeker Estates Ltd	INV-002435	10 Upper Montagu Street W1H 2PB	AM - Delivery/Collection	07397 573 367	Sets
Key Bridge Limited	TBC	72 Park Way, NW1 7AH	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	TBC	253 Royal College Street, NW1 9LU	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	TBC	76 Neal Street, WC2H 9AJ	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	TBC	3A Golders Green Road, NW11 8DY	PM - Delivery/Collection	+44 7367 707045	Sets
Pass the Keys	INV-002405	Flat 186, Berglen Court, 7 Brand Rd, Limehouse, London E14 7JZ.	AM - Delivery/Collection/Property Clean	+44 7308 625885	Cleaning
Pass the Keys	INV-002406	40 Manchester Grove, London E14 3BG	AM - Delivery/Collection/Property Clean	+44 7308 625885	Cleaning

Abhishek Garodia	NA	Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ	AM - Delivery/Collection/Property Clean	+44 7478 904582	Cleaning (x2 Toilet Rolls)
Messiah Properties	INV-002399	2507 Maine Tower, 9 Harbour way, E14 9DN	AM - Delivery/Collection	7787 080 000/ 0204 603 4190	%100 Cotton - Sets
Messiah Properties	INV-002395	Flat 71 Connaught heights, 2 Agnes George walk, E16 2FR	AM - Delivery/Collection	7787 080 000/ 0204 603 4190	%100 Cotton - Sets
Khaya Getaways	INV-002416	Flat B, 429-431 Wick Lane, Bow, E3 2JG	AM - Delivery/Collection	07950 674 283	Itemised
Kiyora Spa	NA	97 Old Brompton Road, Kensington, SW7 3LD	PM - Delivery/Collection	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Pass the Keys	INV-002438	10 Mossford Street, Bow, London, E3 4TH	AM - Delivery/Collection/Property Clean	+44 7308 625885	Cleaning