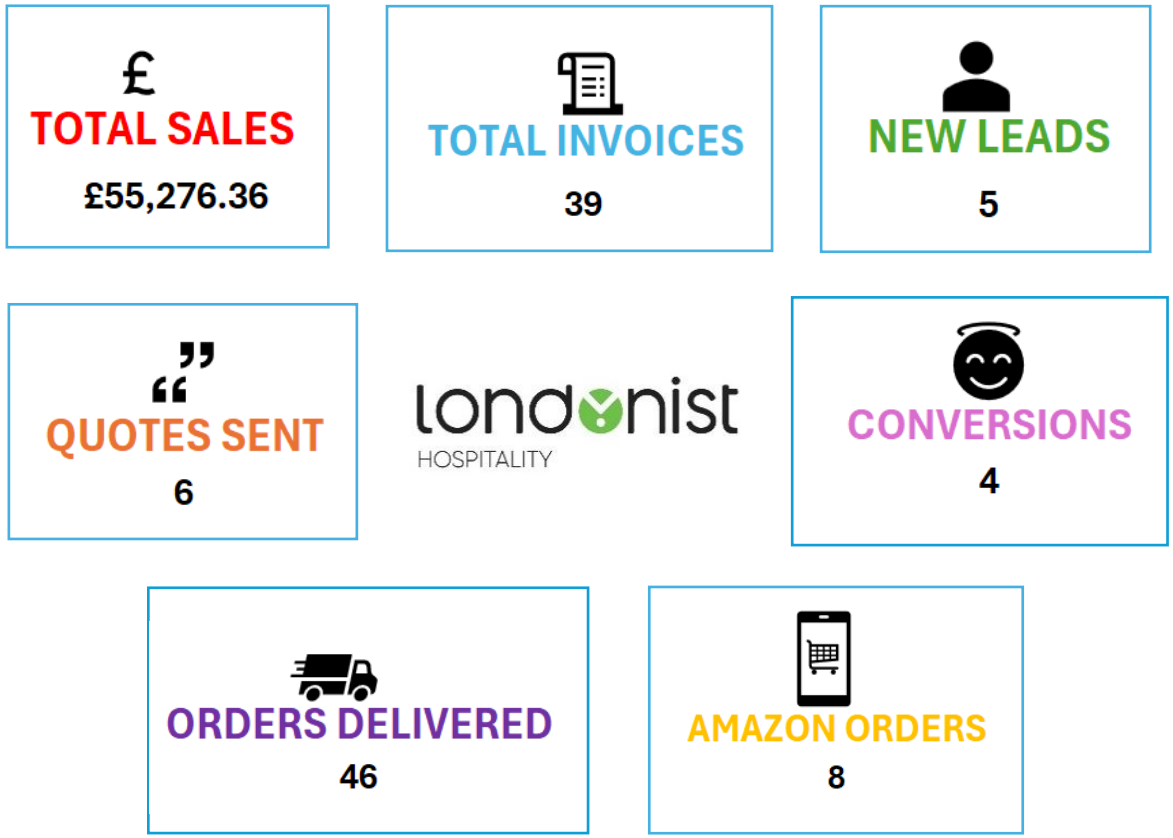
londonist

HOSPITALITY

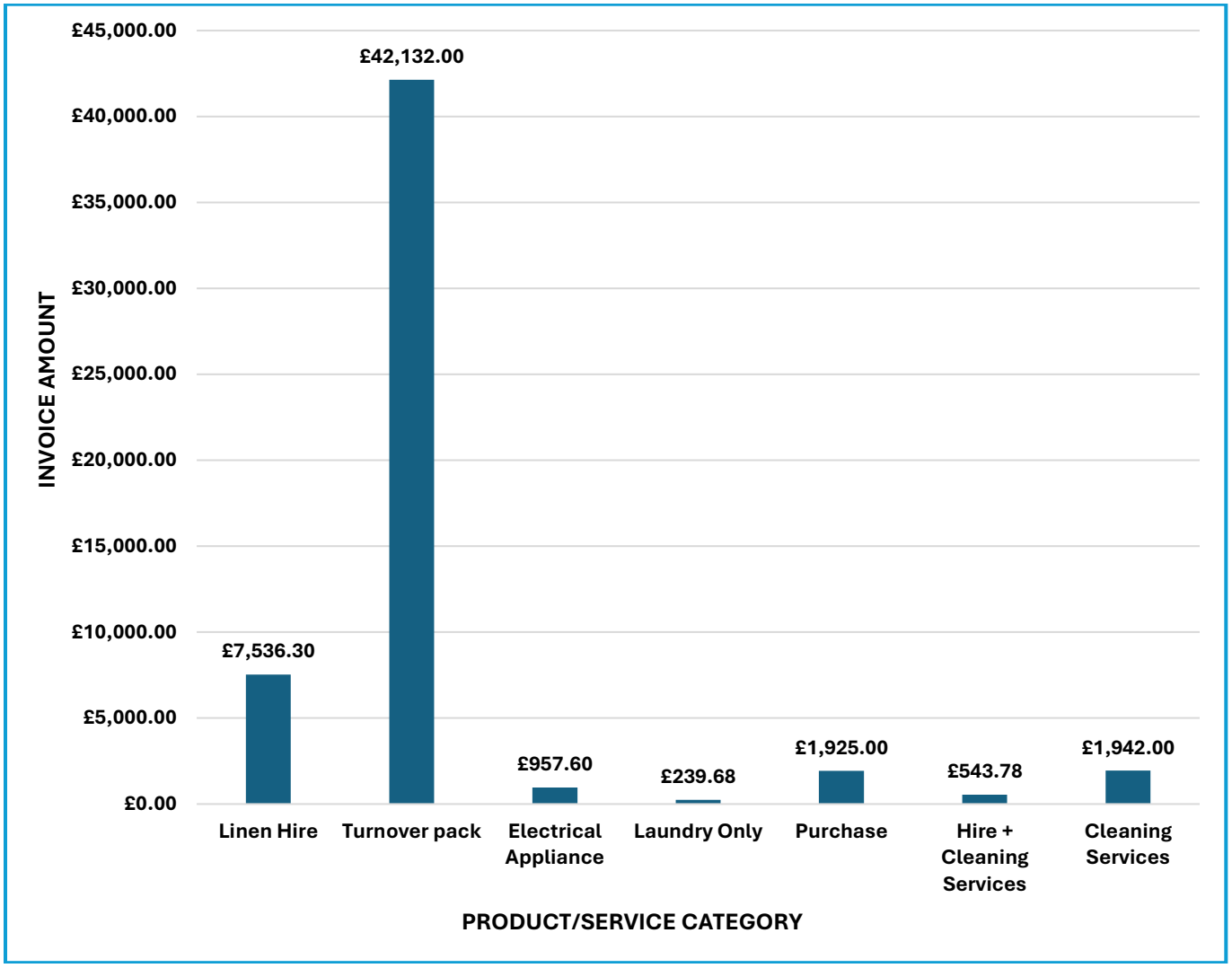
WEEKLY SALES & MARKETING SUMMARY

16/06/2025 – 22/06/2025

QUICK GLANCE AT FIGURES



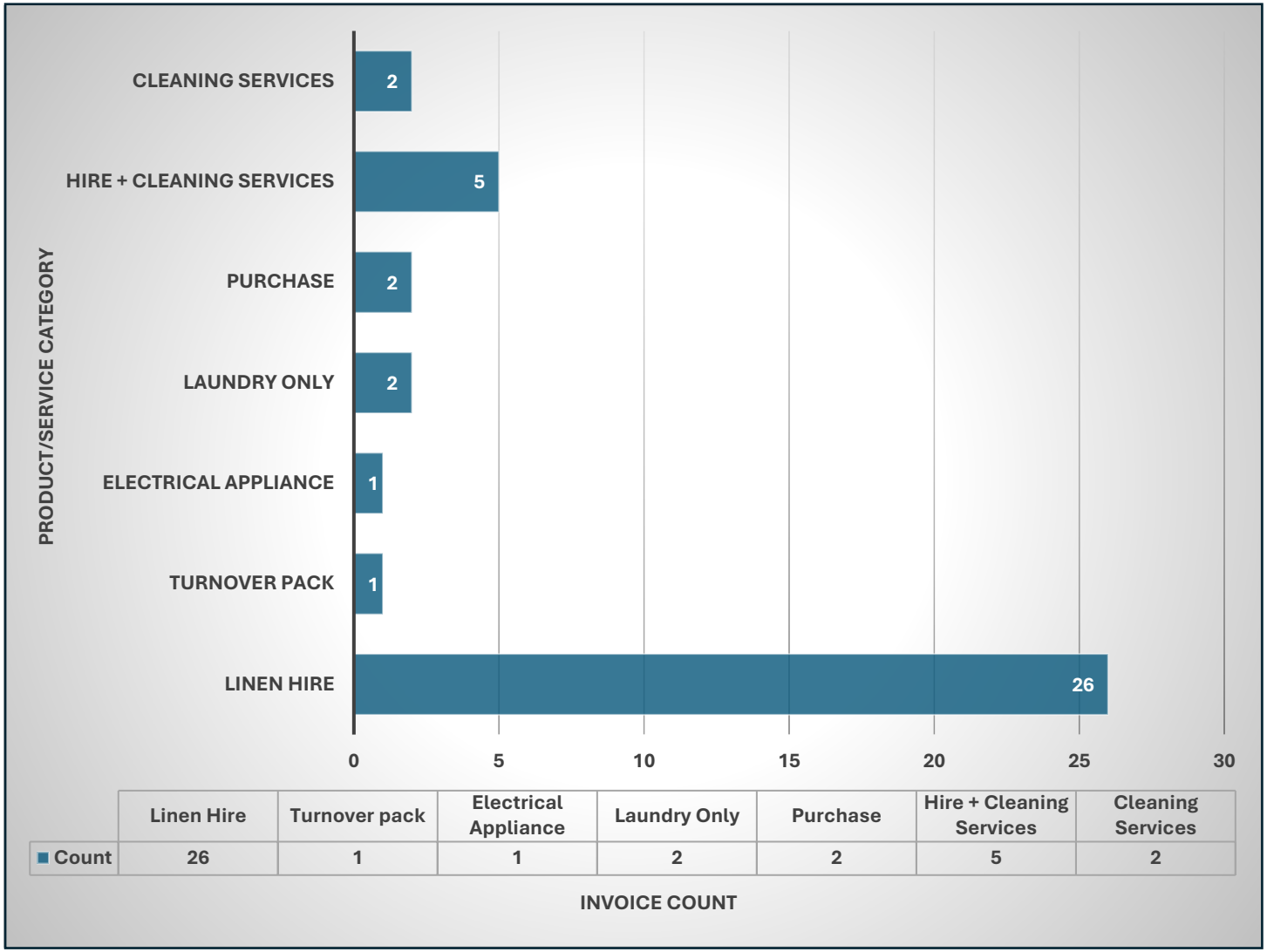
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £55,276.36

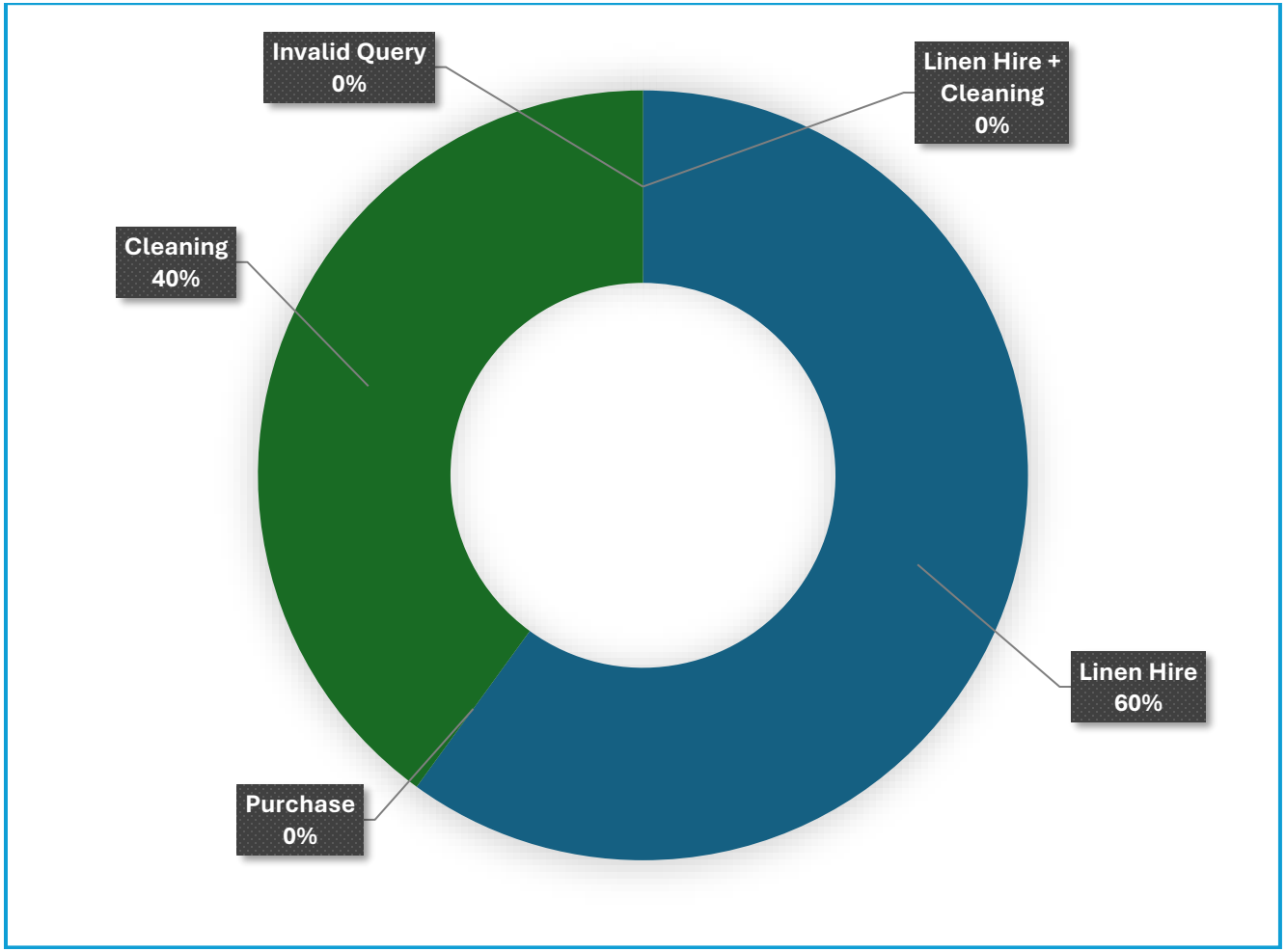
DMC sales: **£43,701.6**
Other (LHS Clients): **£11,574.76**

DETAILED STATISTICS – INVOICE COUNT (39)

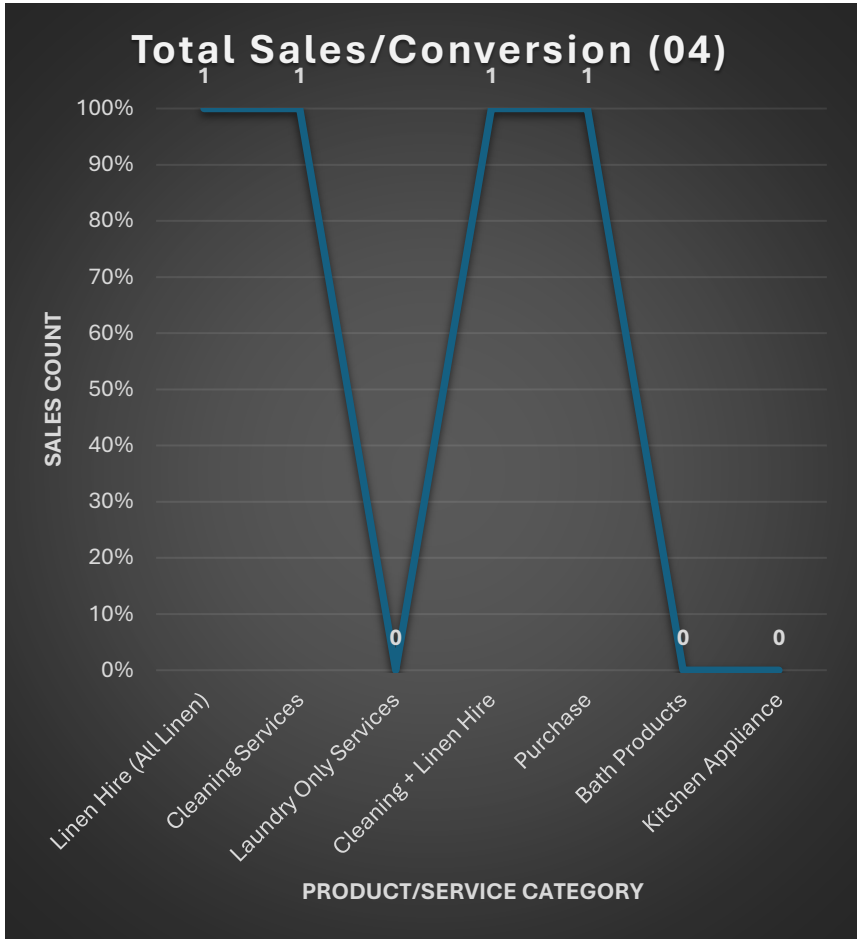


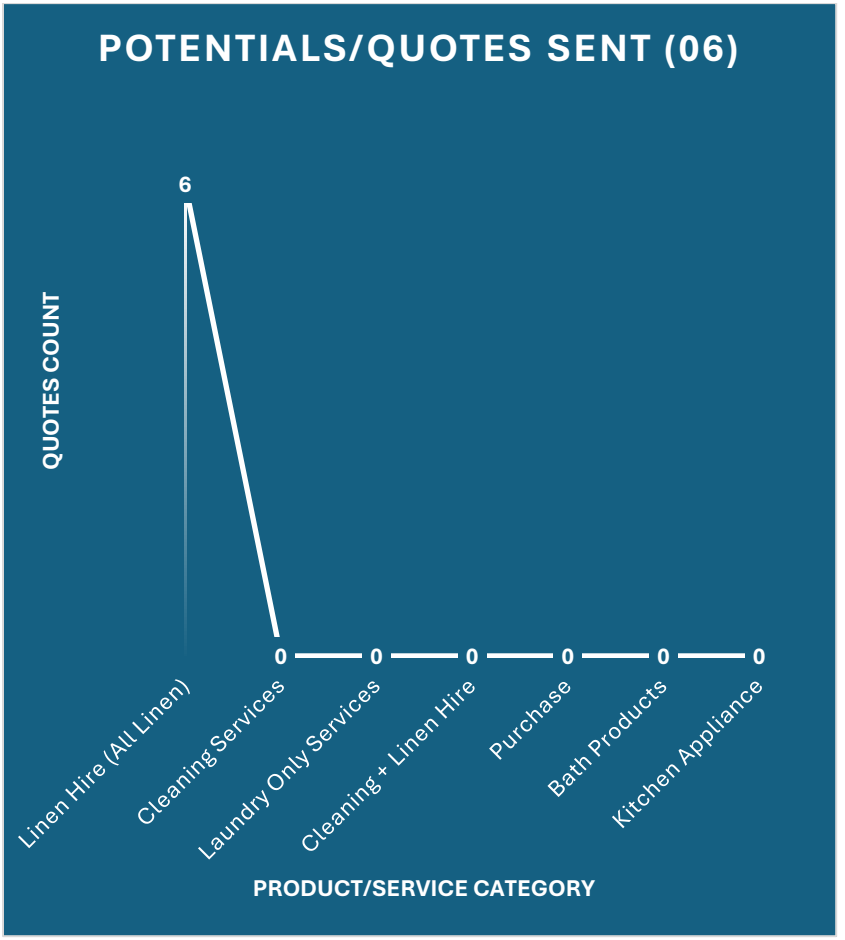
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Purchase	Hire + Cleaning Services	Cleaning Services
Count	26	1	1	2	2	5	2

LEADS RECEIVED DURING THE WEEK (5)

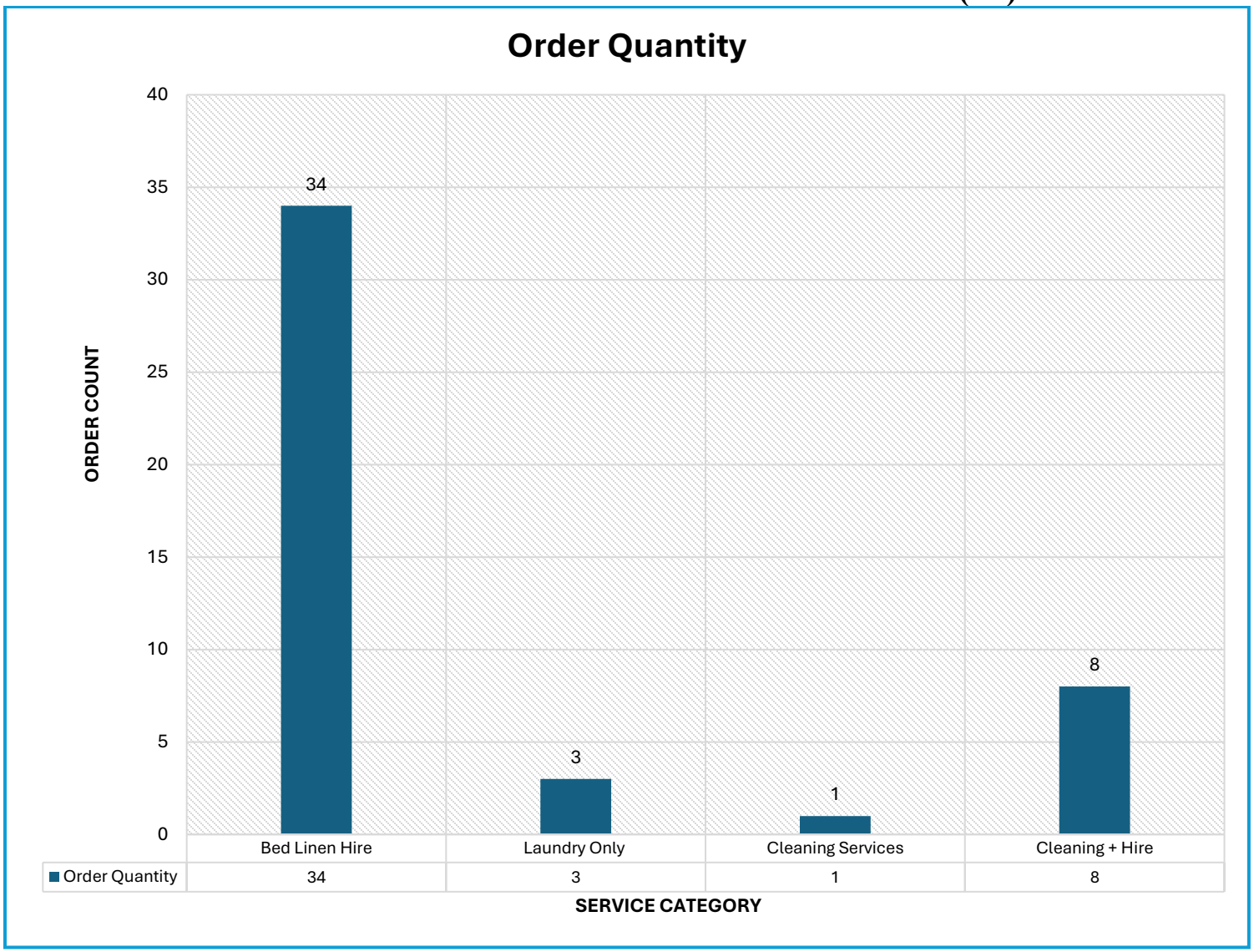


SALES TEAM ACTION





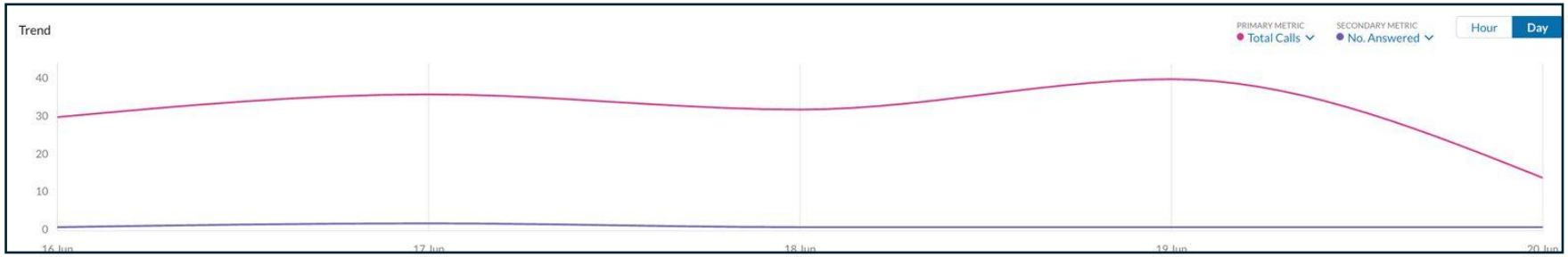
ORDERS DELIVERED DURING THE WEEK (46)



NOTE: Number of clients placed the order **- 24**

SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek
Total Calls during 5 working days of the week**: 152**
Average calls: Abhishek – **19 per day**, Calvin – **11 per day**



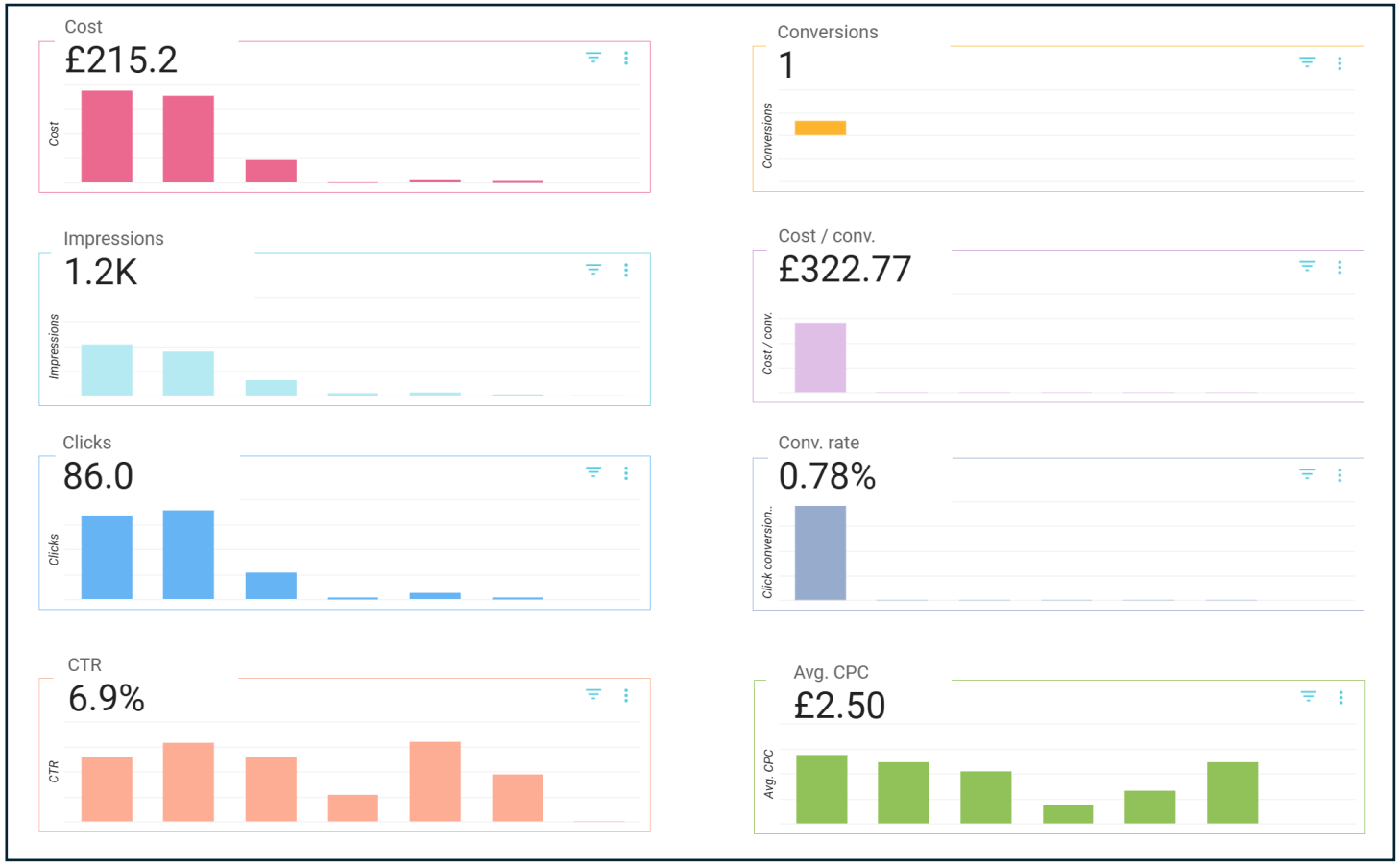
Users Select Columns — Total 2 Users — Show: 100

Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	97	19.40	5	92	40.0%	00:45
Hospitality Office	704	55	11.00	11	44	72.7%	01:23

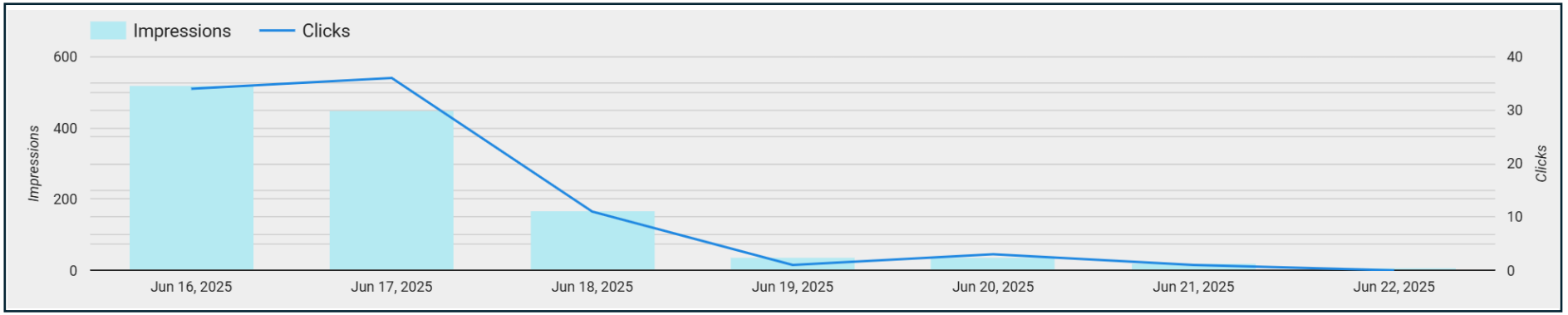
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 5 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

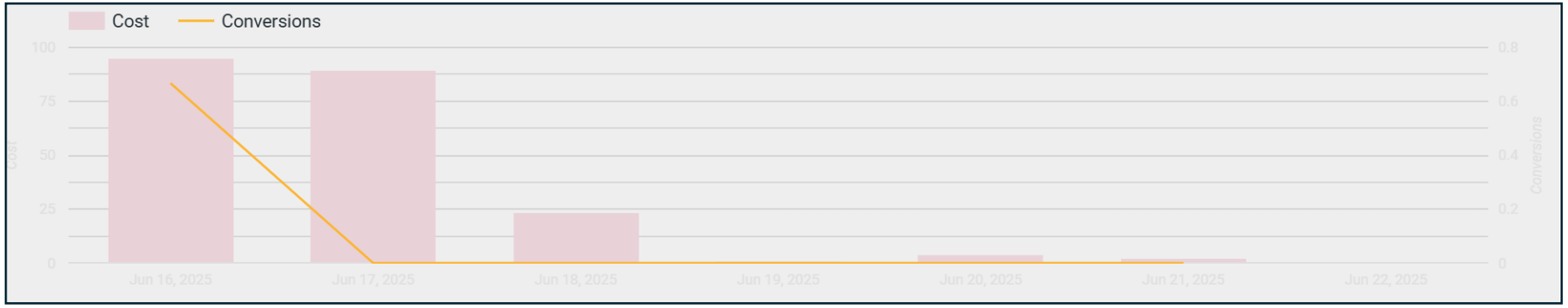
Google Ads
PERFORMANCE METRICS



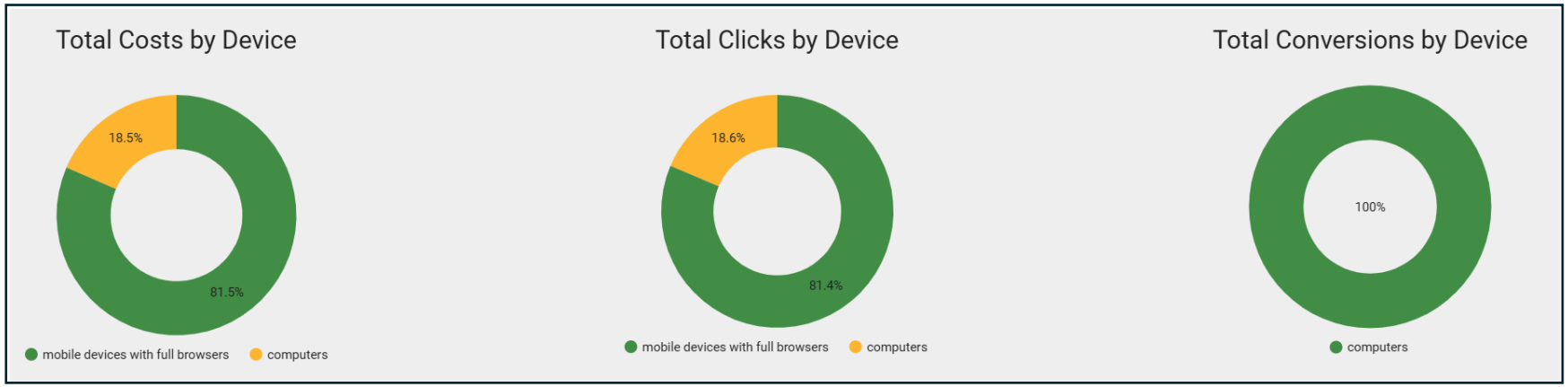
IMPRESSIONS 1.2K -2,484 & CLICKS 86.0 -163



CONVERSIONS 0.67 -1.67 vs COSTS £215 £-319.68



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£175	866	70	8.08%	£2.5	0	£0	0%
2.	computers	£40	357	16	4.48%	£2.49	0.67	£59.78	4.17%
3.	tablets with full browsers	£0	17	0	0%	£0	0	£0	0%
	Grand total	**£215**	**1,240**	**86**	**6.94%**	**£2.5**	**0.67**	**£322.77**	**0.78%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£140	937	60	6.4%	£2.33	0.67	£209.81	1.11%
Cleaning Services	£75	303	26	8.58%	£2.9	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	**£215**	**1,240**	**86**	**6.94%**	**£2.5**	**0.67**	**£322.77**	**0.78%**

HIGHLIGHT (16/06/2025 – 22/06/2025)

SALES

Promising Leads & Contracts Signed

1. **Amanda Pullen, Improvement and Development Agency - Customer**
   Service Requested – Tablecloth Hire
   Invoice amount – **£344.40**
   Frequency – One Time Event
   Location – 18 Smith Square, London, SW1P 3HZ

2. **Sally Robinson – Client**
   Service Requested – Linen Hire + Cleaning
   Estimated quote amount - **£180.06**
   Frequency – Depends on the guest Bookings

3. **MEC, Turkey – Customer**
   Service Requested – Purchase (Sim cards)
   Estimated quote amount - **£1400** per purchase
   Frequency – One time purchase
   Delivery Location – Embassy Summer Schools
   Source – Internal reference
   University of East London, East Building, Docklands Campus, London

4. **Veli Esen, Turkey – Customer**
   Service Requested – Hire + Purchase
   Estimated quote amount - **£1,855**
   Source – Internal reference

5. **Iona Konsta, Airbnb – Promising Lead**
   Service Requested – Linen Hire + Cleaning Services
   Estimated quote amount - **£92 per service**

Delivery Location – W4 4BX
Status – Still waiting for the feedback.

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. **Andy Kay, United Lodge Hotel & Apartments**
   Service Requested – Linen Hire
   Estimated Quote Amount – TBD
   Feedback – Currently with Elis and finding our quotation comparatively expensive.
8. **Ervin Shaqiri, Pintus**
   Service Requested **–** Table Linen Hire
   Estimated Quote Amount **–** TBD
   Frequency **–** Once a week
   Location **–** Clapham Junction
   Feedback – A site visit was attempted on 24th June 2025, and the owner has requested for 60 tablecloths per week. And the stock count of our required tablecloth is 30 pieces only and the prospect has also shared the quote from his current supplier which looks cheaper.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **1**
Cost per Conversion - **£322.77**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£75**
   Leads generated – **0**
2. Hire Ads spent - **£140**
   Leads generated – **1**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	6
Cleaning Services	1	0
Laundry Only Services	0	0
Cleaning + Linen Hire	1	0
Purchase	1	0
Bath Products	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**4**	**6**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	26	£7,536.30
Turnover pack	1	£42,132.00
Electrical Appliance	1	£957.60
Laundry Only	2	£239.68
Purchase	2	£1,925.00
Hire + Cleaning Services	5	£543.78
Cleaning Services	2	£1,942.00
Total	**39**	**£55,276.36**

***DMC* - £43,701.6**
LHS (Other clients) - £11,574.76

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	34
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	8
Total	**46**
Orders placed - 24 Clients	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	3
Purchase	0
Cleaning	2
Linen Hire + Cleaning	0
Invalid Query	0
GRAND TOTAL	**5**

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	55	11.00	5
Abhishek	97	19.40	5
GRAND TOTAL	**152**	**30.40**	**10**

TENTATIVE SCHEDULE FOR NEXT WEEK (23/06/2025 – 29/06/2025)

Company Name	Delivery Address	Delivery /Collection	Contact Details	Order Description
Linden House Hotel	4-6 Sussex Pl, Tyburnia, London W2 2TP	AM - Delivery/Collection	07846 366 652	%100 Cotton
Magic Stay London	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)
Voyage Stay	Wigmore Place, W1U 2LS	Collection	7544801629	Collection
Voyage Stay	80A St Johns Wood High Street, NW8 7SH	AM - Delivery/Collection	7544801629	Sets
Pam Nash	26 Roslyn Road, N15 5ET	AM - Delivery/Collection	7399153138	Sets
Pam Nash	18 Dunloe Avenue, N17 6LA	AM - Delivery/Collection	7399153138	Sets
Messiah Properties	Flat 11: 293 Ballards Lane, N12 8NP	AM - Delivery/Collection	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Afaad Properties	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	AM - Delivery/Collection/Property Clean	7948977750	Cleaning
Building Clean London	57-59 Philbeach Gardens, SW5 9EE	PM - Delivery/Collection	07562 448 464	Sets (only plain duvet covers no stripe)
Building Clean London	244 Wimbledon Park Road SW18 5RL	PM - Delivery/Collection	07562 448 464	Sets
Kiyora Spa	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
Abhishek Garodia	Flat 110 Jubilee Heights, 1 Shoot Up Hill, NW2 3UQ	AM - Delivery/Collection/Property Clean	+44 7478 904582	Cleaning (x2 Toilet Rolls)

Perfect Touch Cleaning Services	10 Meyers Close, Slough, SL3 7DS	AM - Delivery/Collection	07766846868	Sets
Perfect Touch Cleaning Services	77 Baylis Road, Slough, SL1 3PH	AM - Delivery/Collection	07766846868	Sets
Perfect Touch Cleaning Services	61 Stanley Avenue, Greenford, Middlesex, UB6 8NP	AM - Delivery/Collection	07766846868	Sets
Perfect Touch Cleaning Services	Apartment 3, 30 Drayton Green Road, London. W13 8RY	AM - Delivery/Collection	07766846868	Sets
Perfect Touch Cleaning Services	0A Raipur Court, 75A Slough Road , Iver, Buckinghamshire, SL0 0DW	AM - Delivery/Collection	07766846868	Laundry
Perfect Touch Cleaning Services	3 crown close Farnham SL2 3GE	AM - Delivery/Collection	07766846868	Sets
London Urban Escape	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	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)
Nawsa Properties	Flat 4 Steel Back House, 102 Renwick Road Barking, IG11 0PE	AM - Delivery/Collection	7908962805	Sets
Linden House Hotel	4-6 Sussex Pl, Tyburnia, London W2 2TP	AM - Delivery/Collection	07846 366 652	%100 Cotton
Steve Cogan	26 Arminger Road, W12 7BB	AM - Delivery/Collection	+44 7939 200486	Sets
Pass the Keys	Flat 186, Berglen Court, 7 Brand Rd, Limehouse, London E14 7JZ.	AM - Delivery/Collection/Property Clean	+44 7308 625885	Cleaning
Art of Smile	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	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	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	Caius Capital LLP, 2 Park Street, London, W1K 2HX	AM - Delivery/Collection	0207 190 7940	
Westeen Properties	E3 4LU, 45 St. Clair House, British Street	PM - Collection	+44 7379 621223	Collection
Nina Paola	39E New Barn Street, London, E13 8JZ	AM - Delivery/Collection	7367859460	Sets
La Bibliotheque	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	PM - Delivery/Collection	07799 007 963 / 01450 367 110	Itemised
Seeker Estates Ltd	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)
Nico Living	24 Westall St, Reading, RG2 9RL	AM - Delivery/Collection	7818742010	Sets
Magic Stay London	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	AM - Collection	07717 613 340 / 07719 777 616	Collection
Pankhurst London	Pankhurst London at Thom Sweeney House 24C Burlington Street, Mayfair, W1S 3AU	PM - Delivery/Collection	07766 811 141	Pack accordingly - Towels
Building Clean London	57-59 Philbeach Gardens, SW5 9EE	PM - Delivery/Collection	07562 448 464	Sets
Building Clean London	11 Romola Road, SE24 9BA	PM - Delivery/Collection	+44 7806 683932	Sets
Building Clean London	11 Stubbs Way, London, SW19 2UW	PM - Delivery/Collection	07562 448 464	Sets
Building Clean London	174 Tooting High Street, SW17 0RT	PM - Delivery/Collection	07562 448 464	Sets
Building Clean London	244 Wimbledon Park Road SW18 5RL	PM - Delivery/Collection	07562 448 464	Sets
Tibor Matta	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	4-6 Sussex Pl, Tyburnia, London W2 2TP	AM - Delivery/Collection	07846 366 652	%100 Cotton
Seeker Estates Ltd	10 Upper Montagu Street W1H 2PB	AM - Delivery/Collection	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Key Bridge Limited	72 Park Way, NW1 7AH	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	253 Royal College Street, NW1 9LU	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	76 Neal Street, WC2H 9AJ	PM - Delivery/Collection	+44 7367 707044	Sets
Key Bridge Limited	3A Golders Green Road, NW11 8DY	PM - Delivery/Collection	+44 7367 707045	Sets
Pass the Keys	10 Mossford Street, Bow, London, E3 4TH	AM - Delivery/Collection/Property Clean	+44 7308 625885	Cleaning
Pass the Keys	40 Manchester Grove, London E14 3BG	AM - Delivery/Collection/Property Clean	+44 7308 625885	Cleaning
YBB Rent	Flat 2, 179 Battersea Park Road, SW8 4LR	PM - Delivery/Collection	7540808554	Itemised
Kiyora Spa	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
Natalie Emmerson	8 Broxash Road	AM - Delivery/Collection/Property Clean	+44 7539 476762	Cleaning
Shaheen	-	Cleaning	-	Cleaning