londonist

HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/06/2025 – 30/06/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£220,320.97

TOTAL INVOICES

169

NEW LEADS

57

QUOTES SENT

38

CONVERSIONS

8

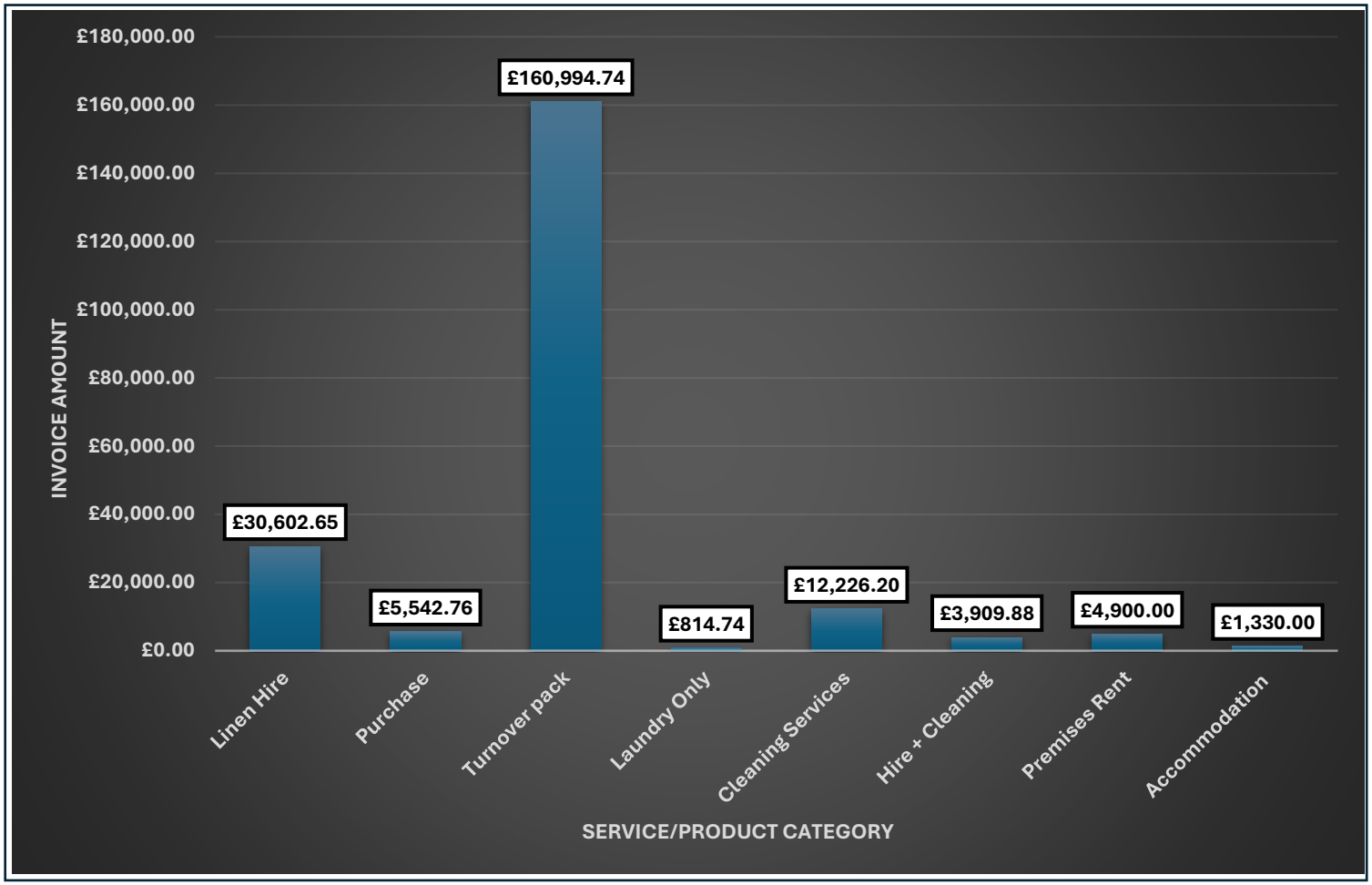
AMAZON ORDERS

29

ORDERS DELIVERED

234

DETAILED GLANCE OF SALES

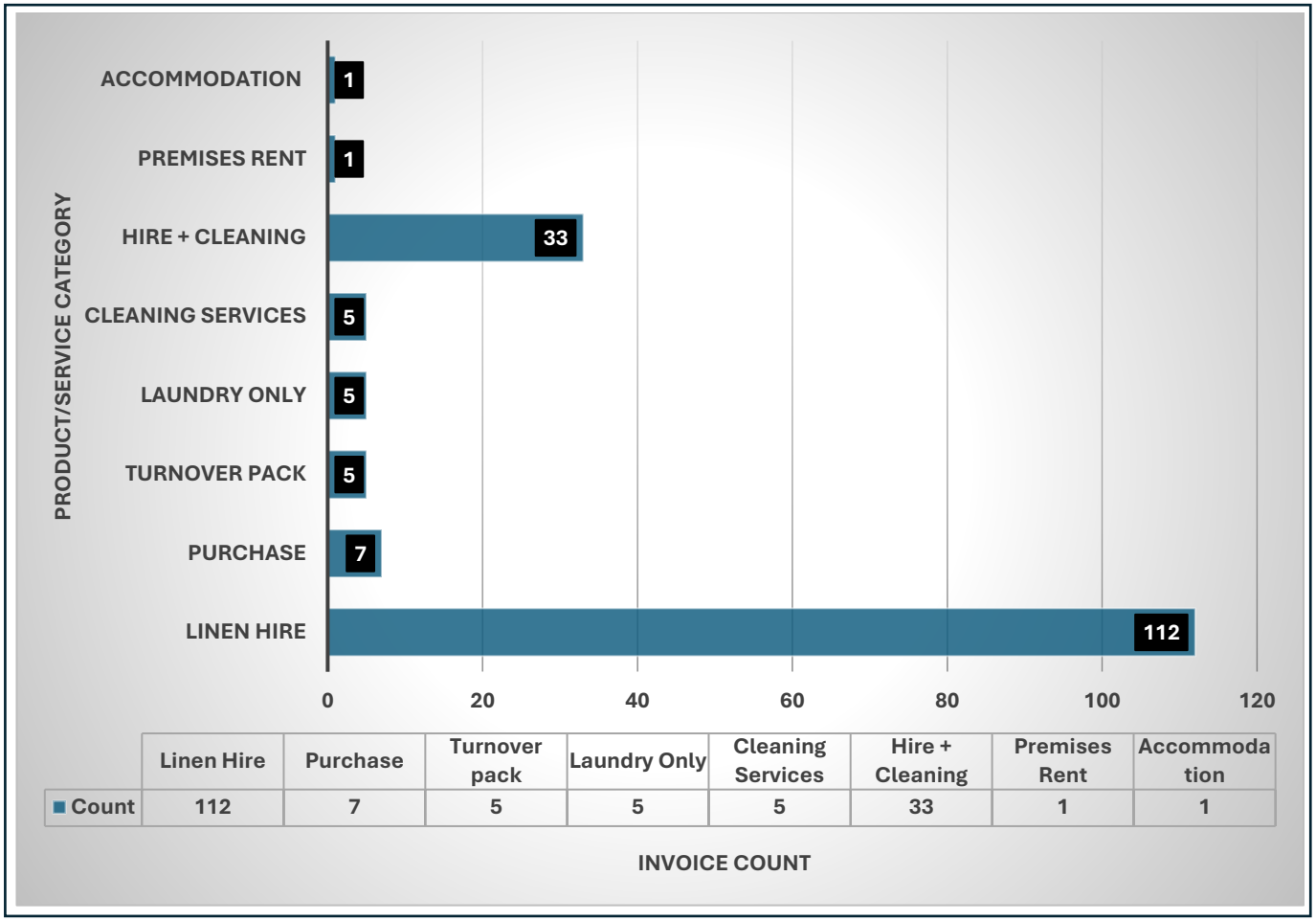


TOTAL AMOUNT - £220,320.97

Londonist DMC: **£113,180.40**
Premises Rent: **£4900**
Other LHS clients: **£102,240.57**

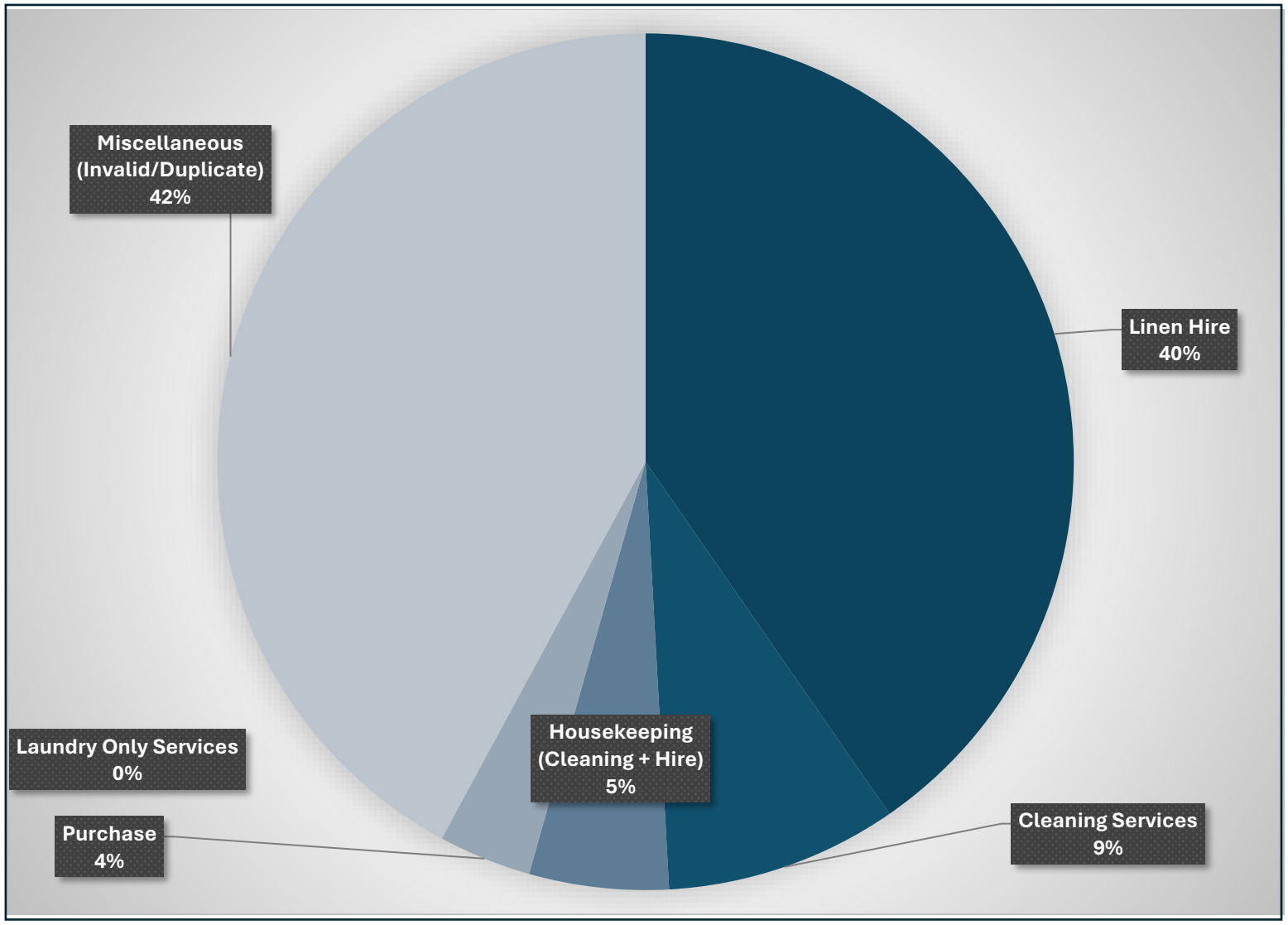
Note: Purchase = Electrical Appliance & Sim card

TOTAL INVOICE COUNT (169)



	Linen Hire	Purchase	Turnover pack	Laundry Only	Cleaning Services	Hire + Cleaning	Premises Rent	Accommodation
Count	112	7	5	5	5	33	1	1

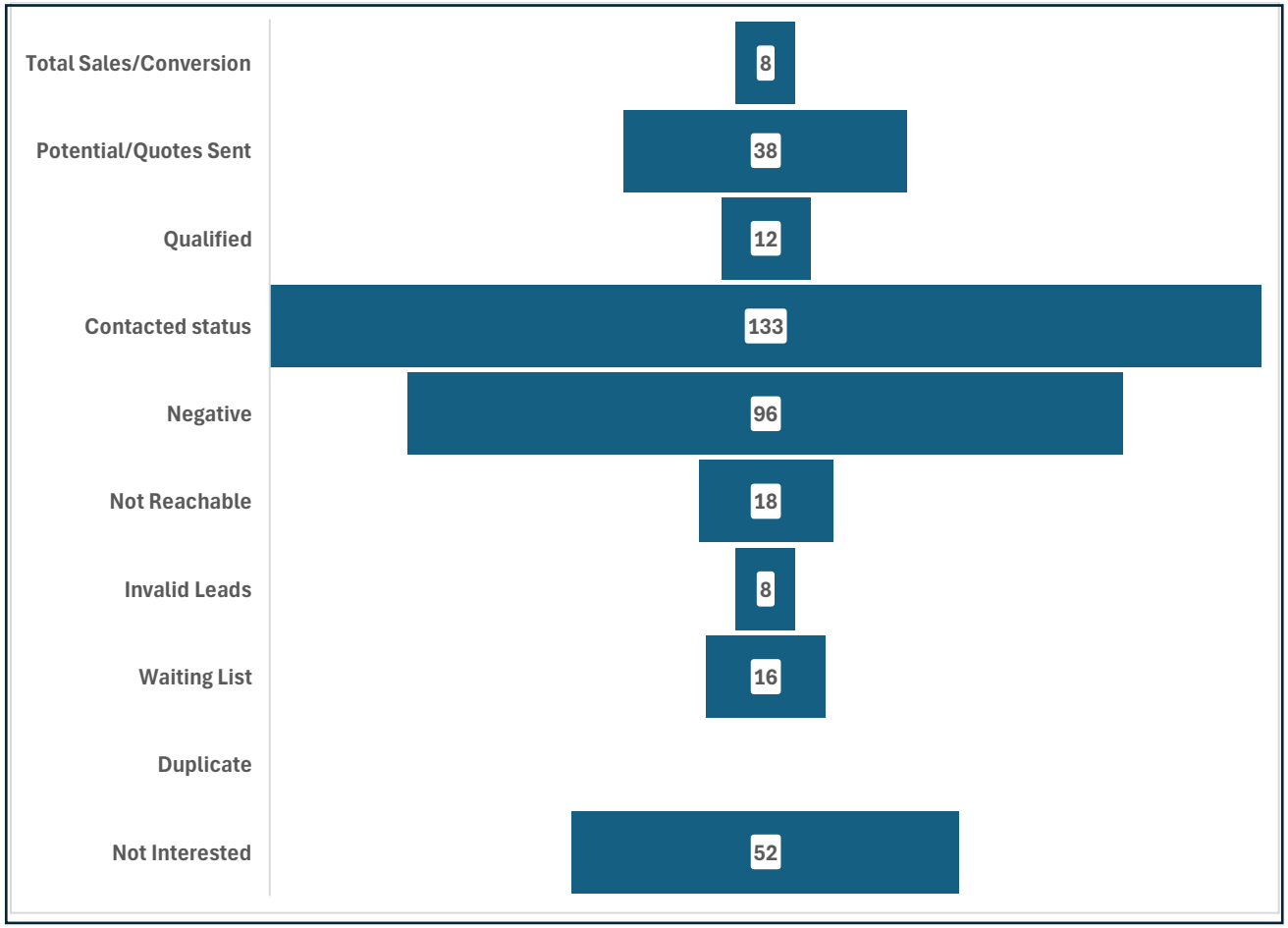
LEADS RECEIVED DURING THE MONTH (57)



Total Leads: 57 (out of which 6 leads are self-sourced)

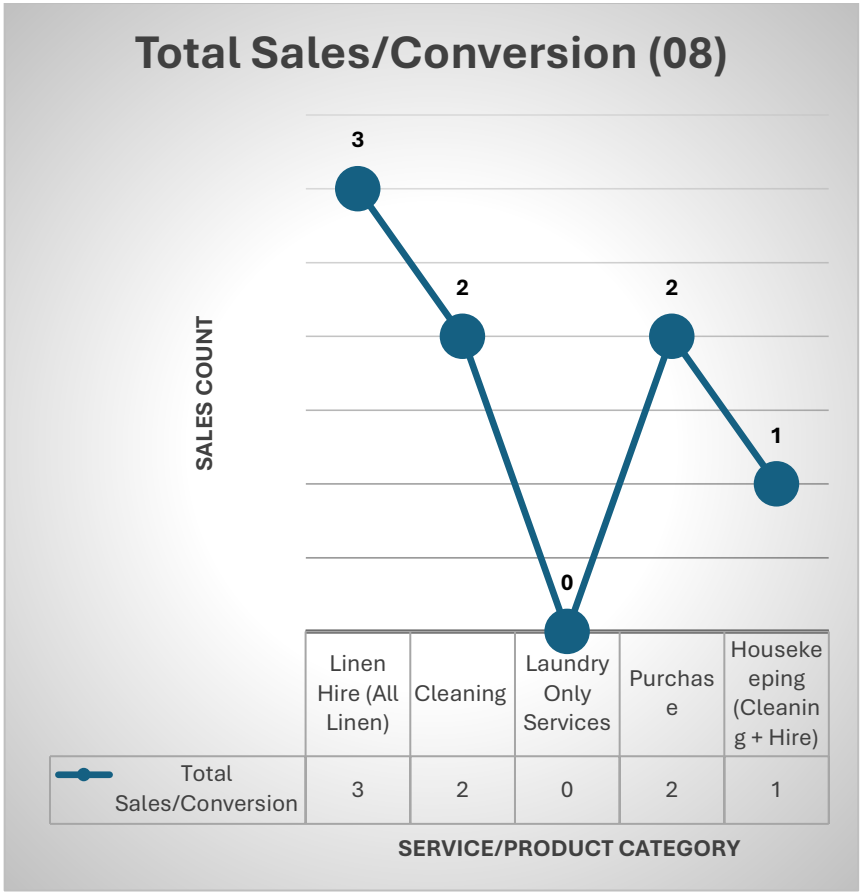
SALES TEAM ACTION DURING THE MONTH

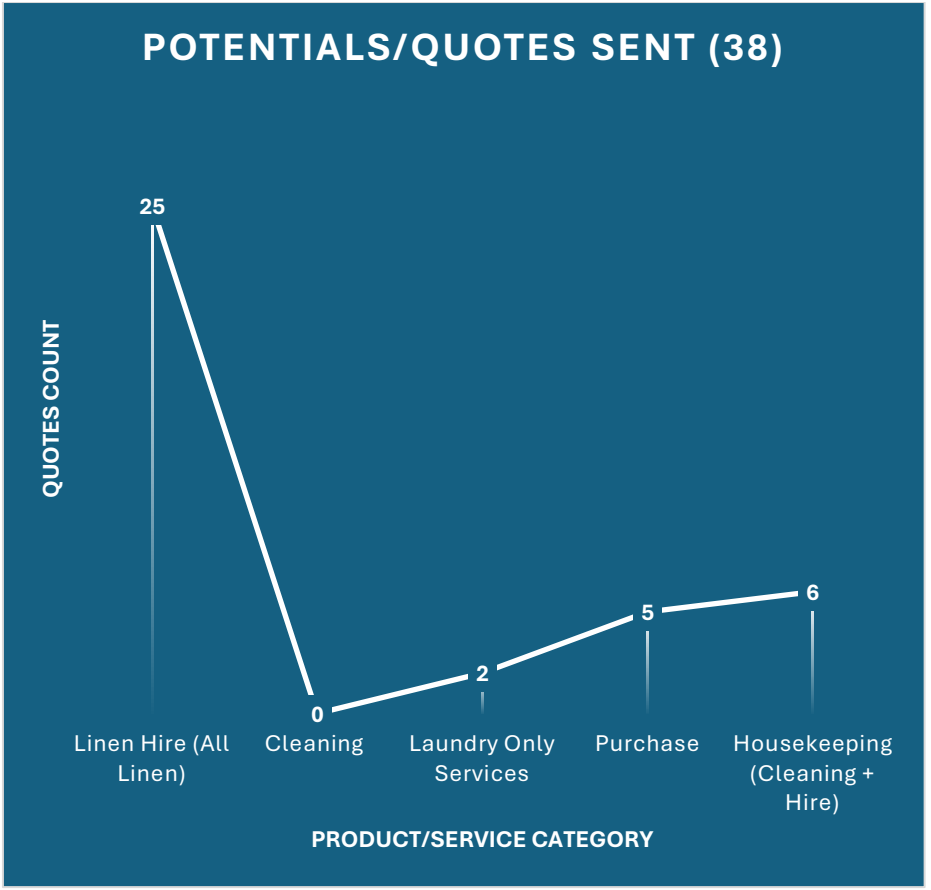
PERFORMANCE SUMMARY



Conversions & Quotes Sent: High Potential **Qualified:** Medium Potential **Low Potential:** On-going Conversation (Contacted, Waiting List)

DETAILED GLANCE - SALES AND POTENTIALS



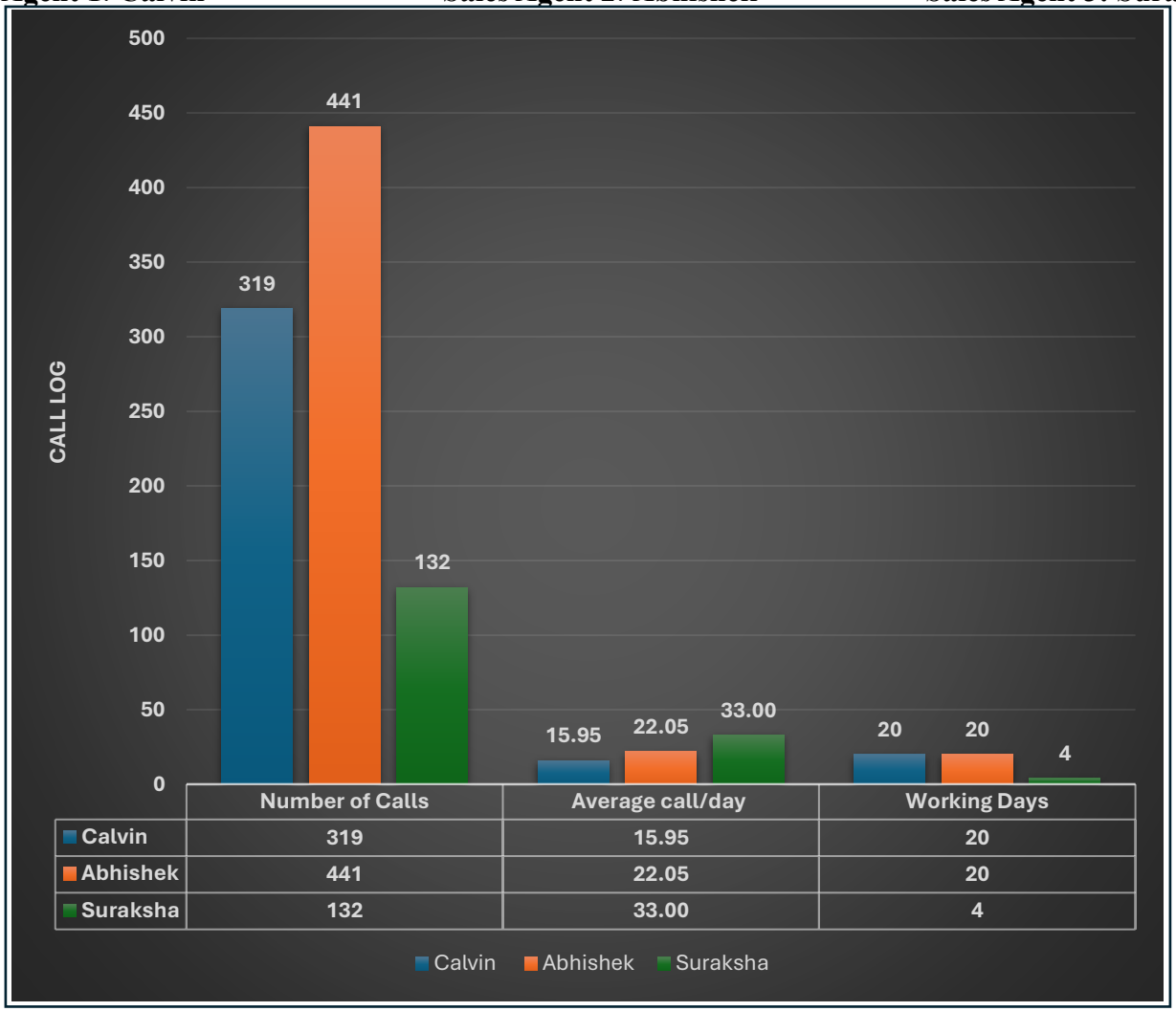


NOTE: Total Number of leads reached during May'25 – 335

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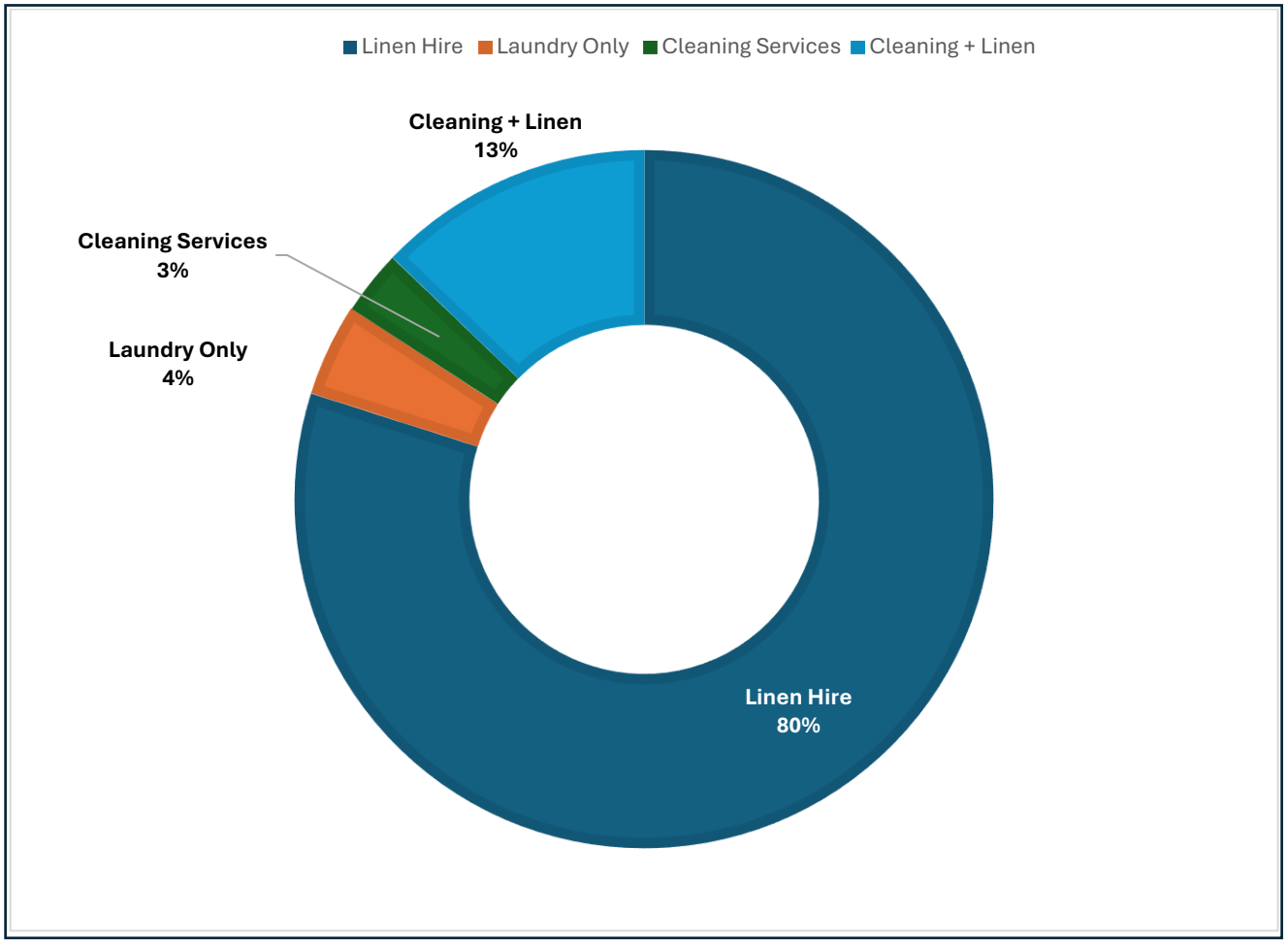
SALES CALL INSIGHTS

Sales Agent 1: Calvin **Sales Agent 2: Abhishek** **Sales Agent 3: Suraksha**



Note: Suraksha worked for only 4 days during the month.

ORDERS DELIVERED DURING THE MONTH (234)



Note: The Delivery data above excludes the DMC deliveries as different delivery pattern is followed on that side of operations.

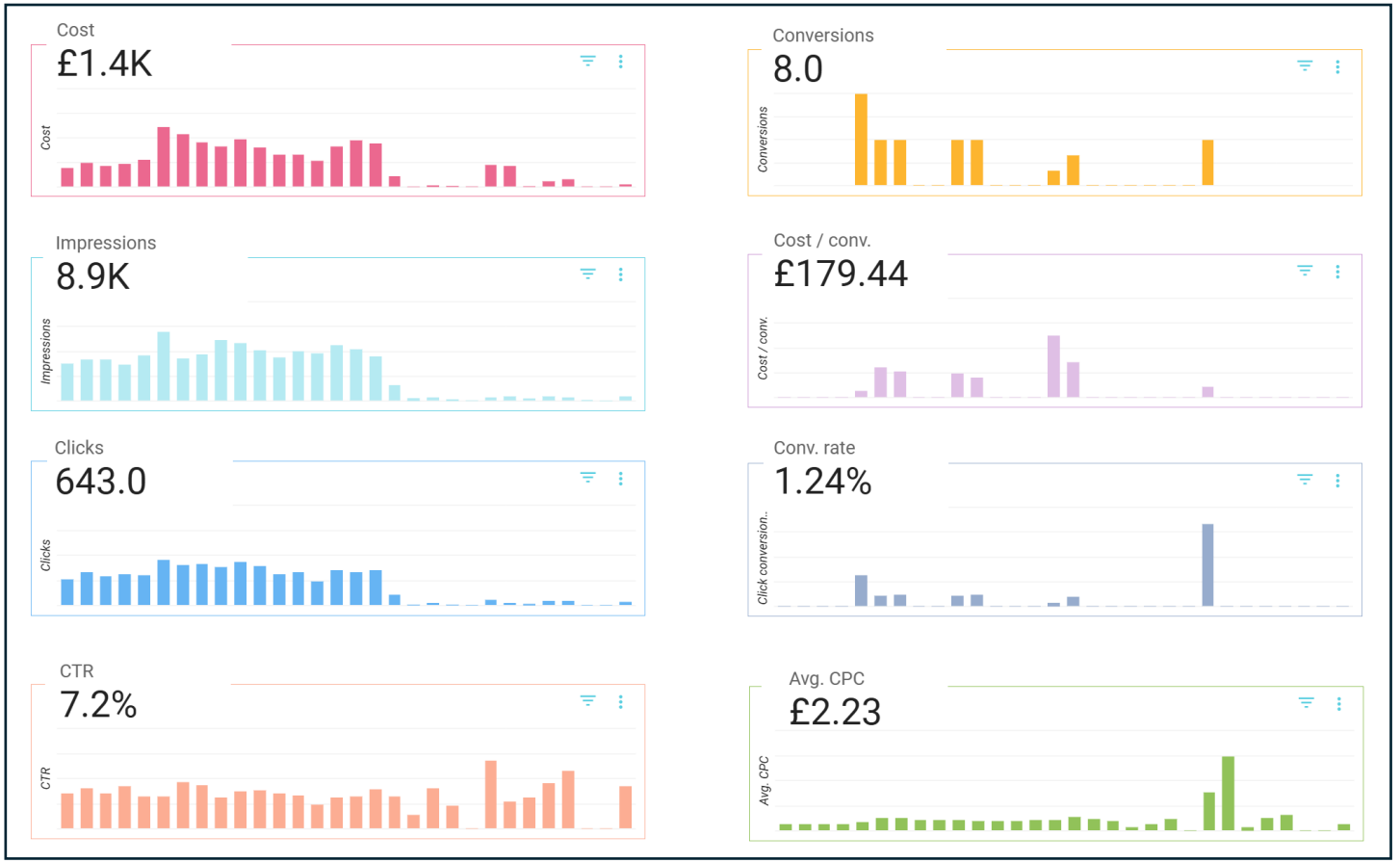
Number of clients placed the order during the month - 42

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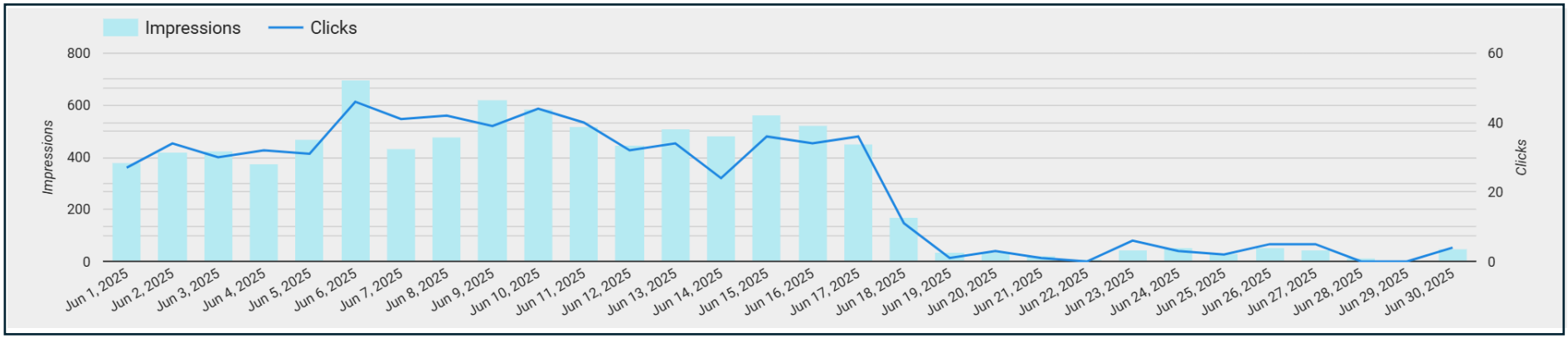
MARKETING PERFORMANCE DURING THE MONTH

Google Ads during 01/06/2025 – 30/06/2025

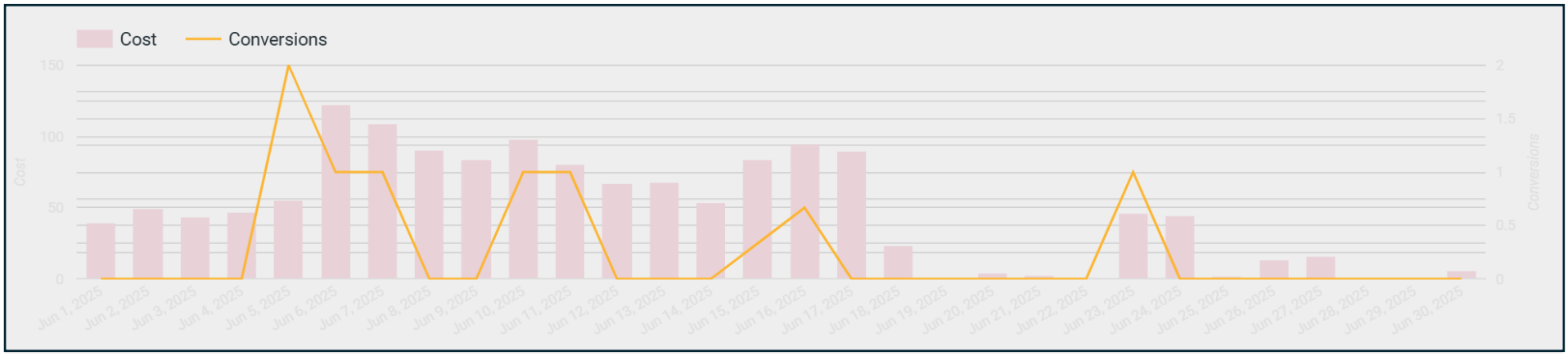
PERFORMANCE METRICS



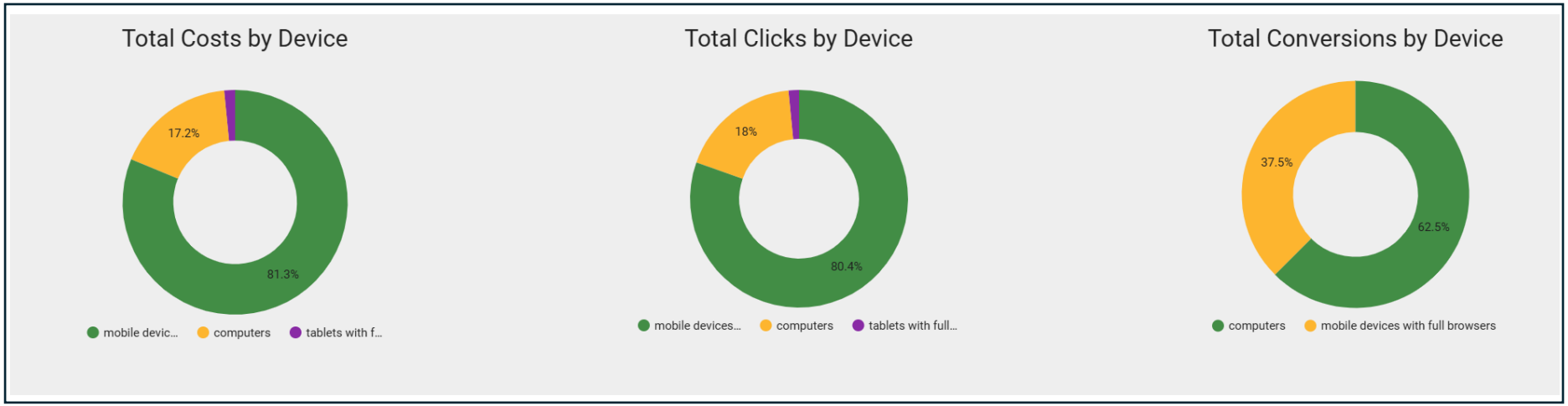
IMPRESSIONS 8.9K ↑ 3,682 & CLICKS 643.0 ↑ 241



COSTS £1K ↑ £459.89 & CONVERSIONS 8 ↑ 8



DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£1,166	7,099	517	7.28%	£2.26	3	£388.79	0.58%
2.	computers	£247	1,699	116	6.83%	£2.13	5	£49.32	4.31%
3.	tablets with full browsers	£23	139	10	7.19%	£2.25	0	£0	0%
	Grand total	**£1,435**	**8,937**	**643**	**7.19%**	**£2.23**	**8**	**£179.44**	**1.24%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£1,026	7,287	479	6.57%	£2.14	7	£146.52	1.46%
Cleaning Services	£390	1,561	156	9.99%	£2.5	1	£390.4	0.64%
Laundry Services	£19	89	8	8.99%	£2.43	0	£0	0%
Hire Services_UK	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£1,435**	**8,937**	**643**	**7.19%**	**£2.23**	**8**	**£179.44**	**1.24%**

HIGHLIGHTS OF THE MONTH

SALES

Total New Client: 8 (6 Clients & 2 Customers)

Pending Contracts: 0

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **08**

Cost per conversion - **£179.44**

Meta Ads: ON HOLD (Will be resumed for Hiring purposes from the following month – July'25)

LOGISTICS & OPERATIONS

1. **LHS Clients - Linen (Excluding DMC)**

Total Articles delivered/sent out: **31,441**

Total Received: **22,957**

Damaged Articles received: **495**

Damaged Proportion: **2%**

Laundry bags record -

Total out **- 522** | Total In **– 437** | Damaged - **8**

Damaged Proportion – **2%**

Difference – **85** (pending)

2. Client – DMC (Laundry)

Total Articles delivered/sent out: **4,876**

Total Received: **553**

Damaged Articles received: **192**

Damaged Proportion**: 35%**

DMC (Purchase – Duvets & Pillows)

Total Sent out - **522**

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	3	25
Cleaning	2	0
Laundry Only Services	0	2
Purchase	2	5
Housekeeping (Cleaning + Hire)	1	6
GRAND TOTAL	**8**	**38**

PERFORMANCE SUMMARY

ACTION	NUMBER
Total Sales/Conversion	8
Potential/Quotes Sent	38
Qualified	12
Contacted status	133
Negative	96
Not Reachable	18
Invalid Leads	8
Waiting List	16
Duplicate	0
Not Interested	52

ORDERS DELIVERED

Category	Order Count
Linen Hire	187
Laundry Only	10
Cleaning Services	7
Cleaning + Linen	30
Total	**234**

Excludes the orders from DMC

TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	112	£30,602.65
Purchase	7	£5,542.76
Turnover pack	5	£160,994.74
Laundry Only	5	£814.74
Cleaning Services	5	£12,226.20
Hire + Cleaning	33	£3,909.88
Premises Rent	1	£4,900.00
Accommodation	1	£1,330.00
Total	**169**	**£220,320.97**
Number of clients placed the order - 42		

LEADS RECEIVED

Category	Total leads
Linen Hire	23
Cleaning Services	5
Laundry Only Services	0
Housekeeping (Cleaning + Hire)	3
Purchase	2
Miscellaneous (Invalid/Duplicate)	24
GRAND TOTAL	**57**

Self-sourced = 6

CALLS SUMMARY

Category	Number of Calls	Average call/day	Working Days
Calvin	319	15.95	20
Abhishek	441	22.05	20
Suraksha	132	33.00	4
GRAND TOTAL	**760**	**38.00**	**40**