londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

30/06/2025 – 06/07/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£100,627.05

TOTAL INVOICES

39

NEW LEADS

11

QUOTES SENT

6

londonist
HOSPITALITY

CONVERSIONS

0

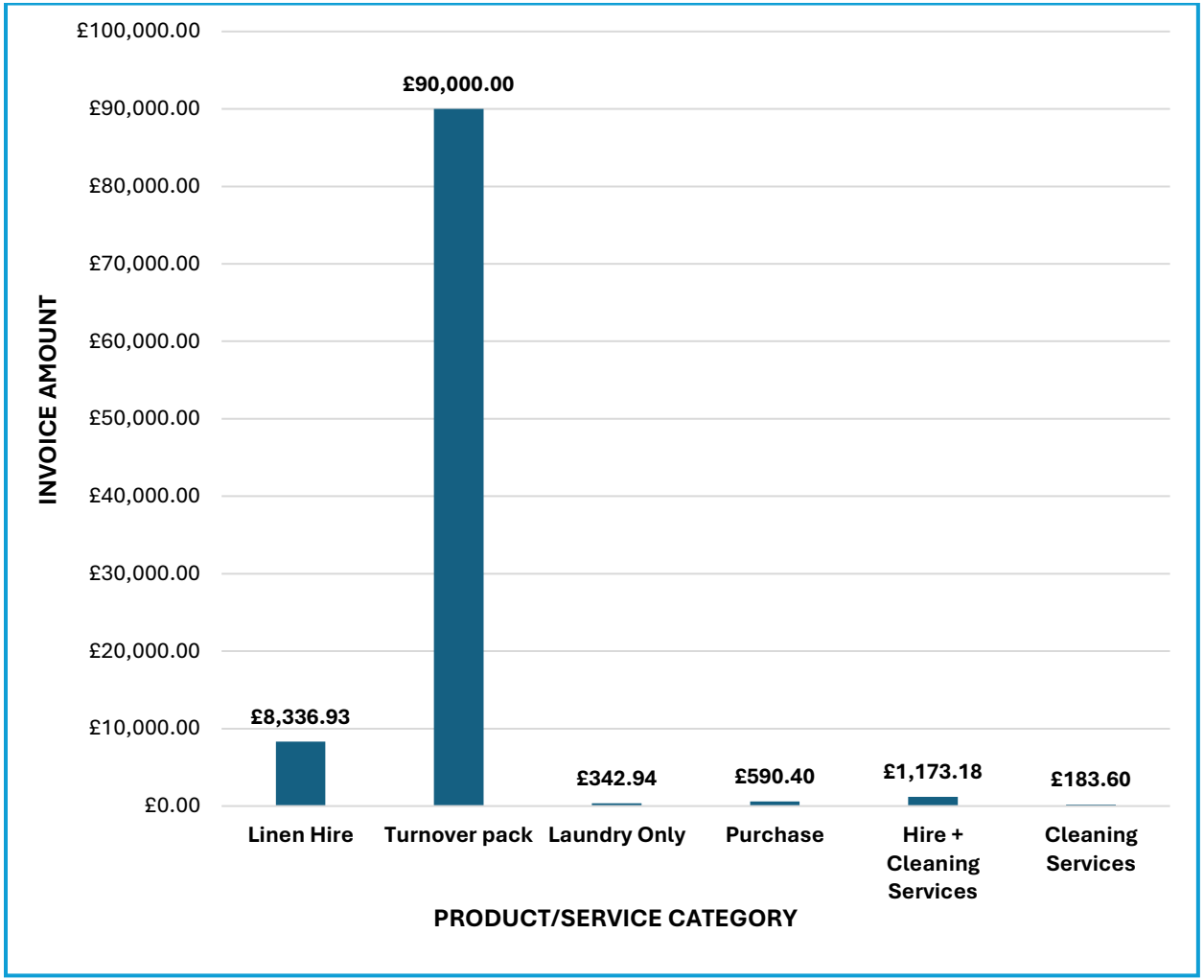
ORDERS DELIVERED

52

AMAZON ORDERS

12

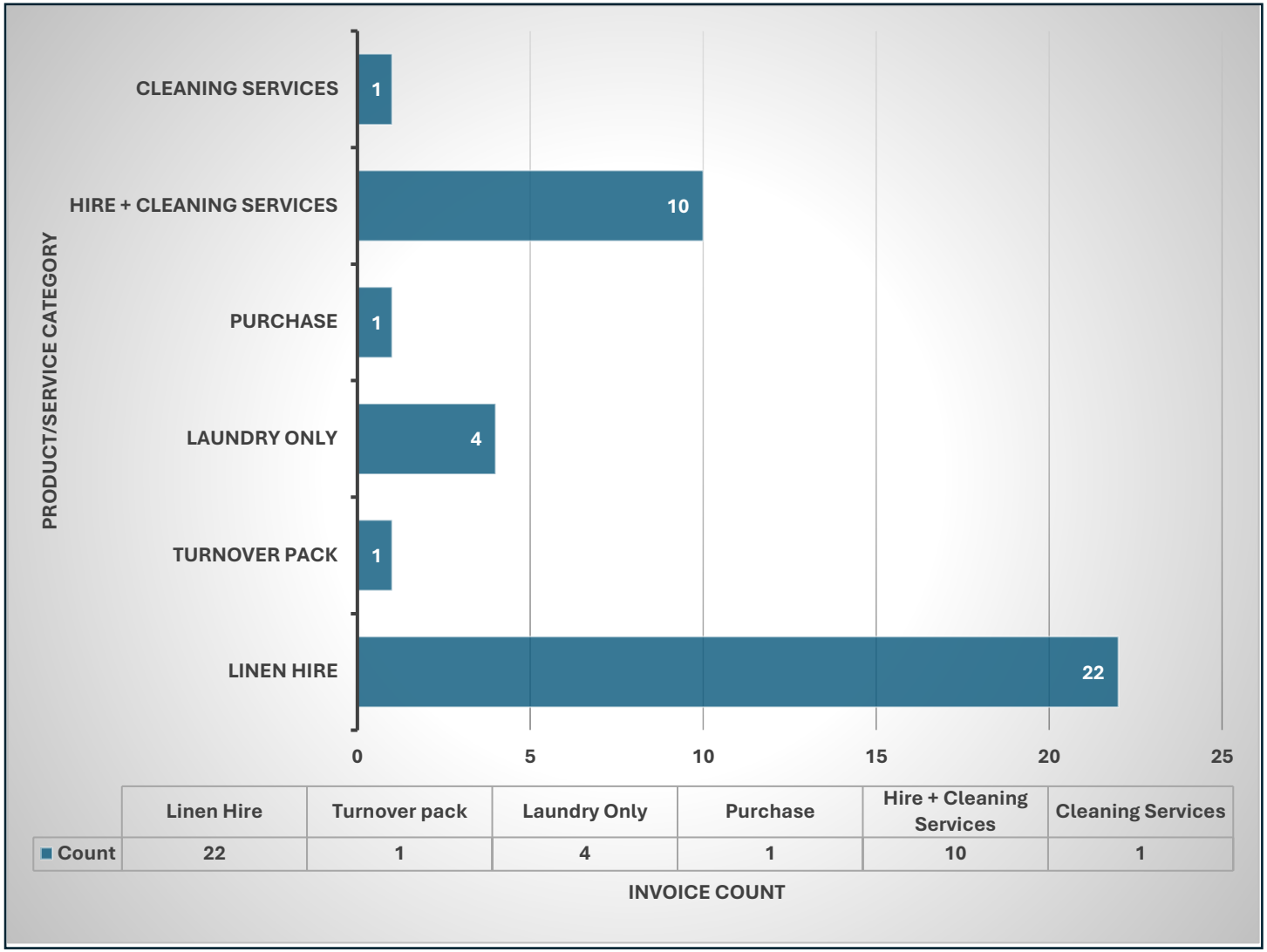
DETAILED GLANCE OF SALES – INVOICE AMOUNT



TOTAL AMOUNT: £100,627.05

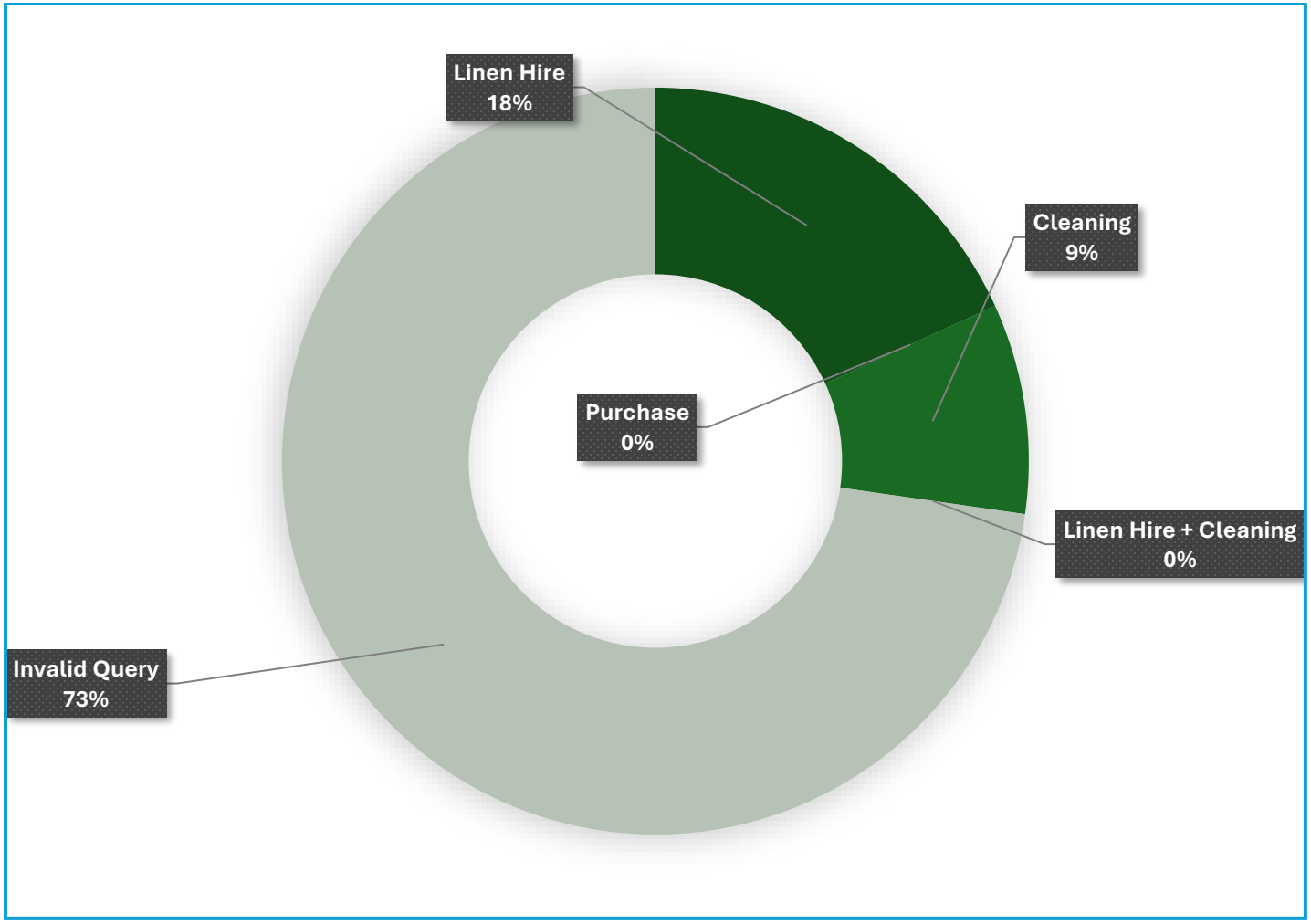
DMC sales: **£90,774**
Other (LHS Clients): **£9,853.05**

DETAILED STATISTICS – INVOICE COUNT (39)

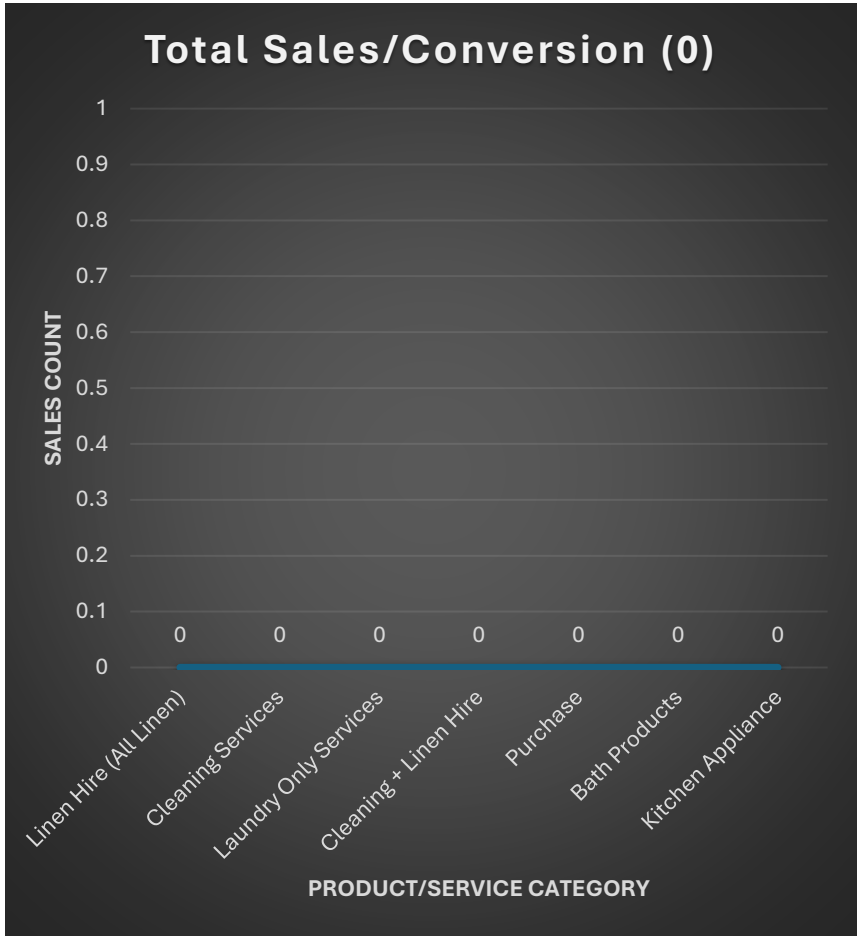


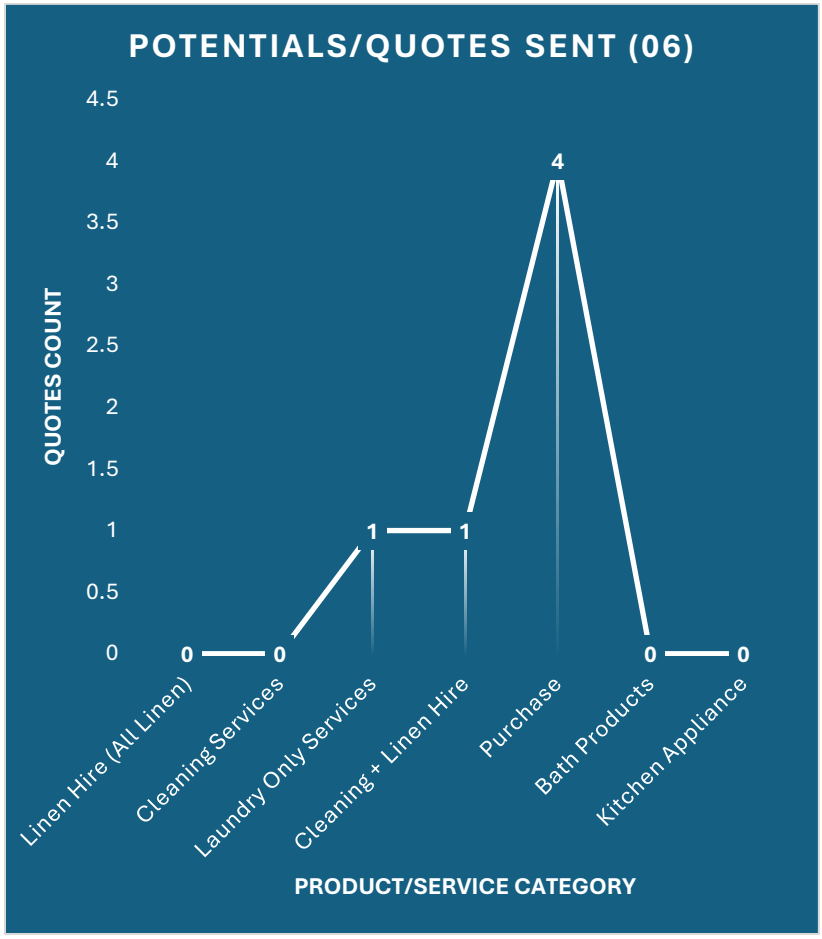
	Linen Hire	Turnover pack	Laundry Only	Purchase	Hire + Cleaning Services	Cleaning Services
Count	22	1	4	1	10	1

LEADS RECEIVED DURING THE WEEK (11)

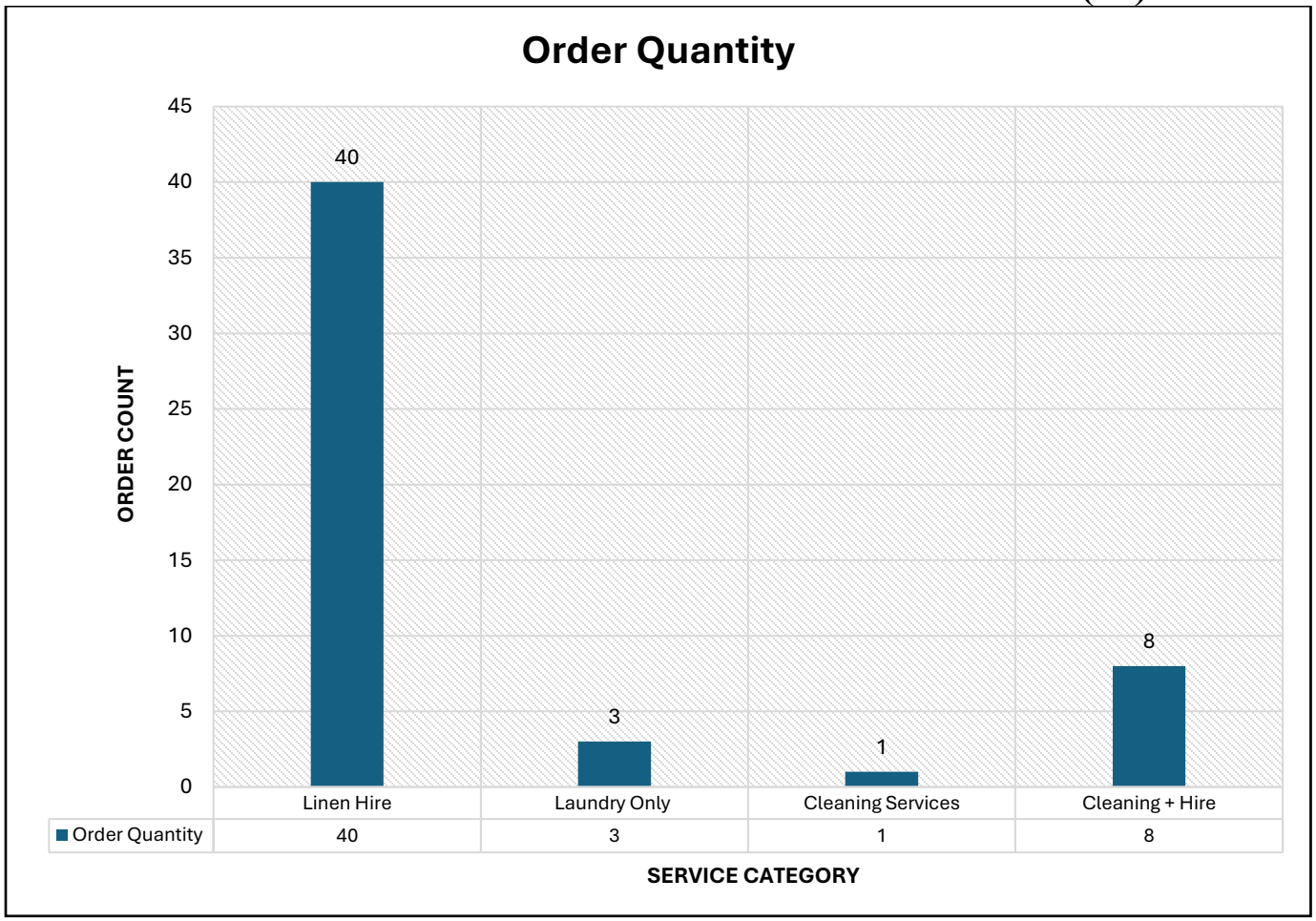


SALES TEAM ACTION





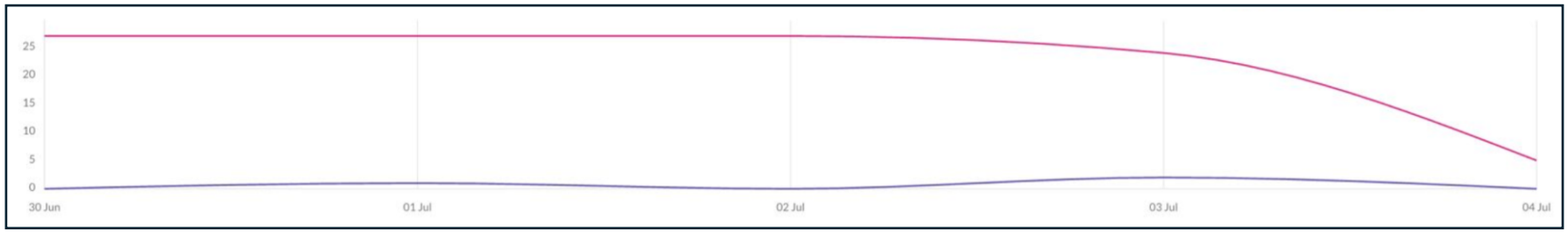
ORDERS DELIVERED DURING THE WEEK (52)



NOTE: Number of clients placed the order **- 20**

SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek
Total Calls during 5 working days of the week**: 110**
Average calls: Abhishek – **15 per day**, Calvin – **6 per day**

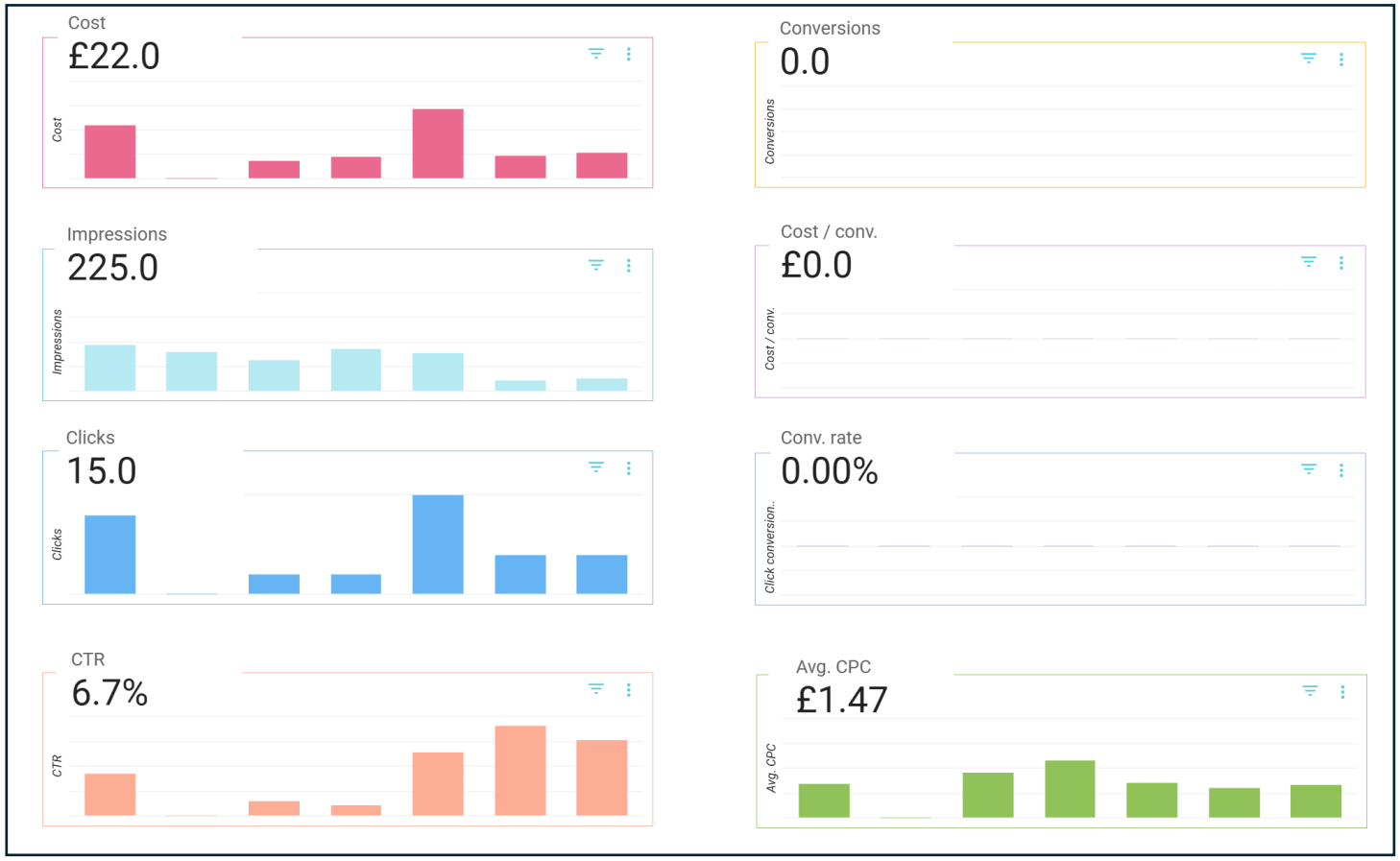


Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Abhishek Singh	706	78	15.60	1	77	0.0%	00:41
Hospitality Office	704	32	6.40	11	21	81.8%	01:16

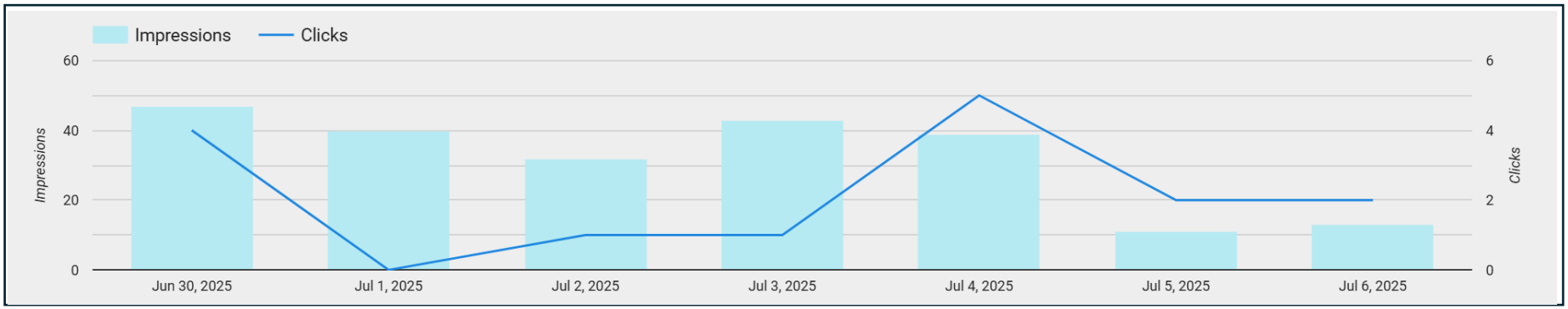
Note: Hospitality Office data above belongs to Calvin.
Average calls by Abhishek & Calvin is calculated based on 5 working days.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

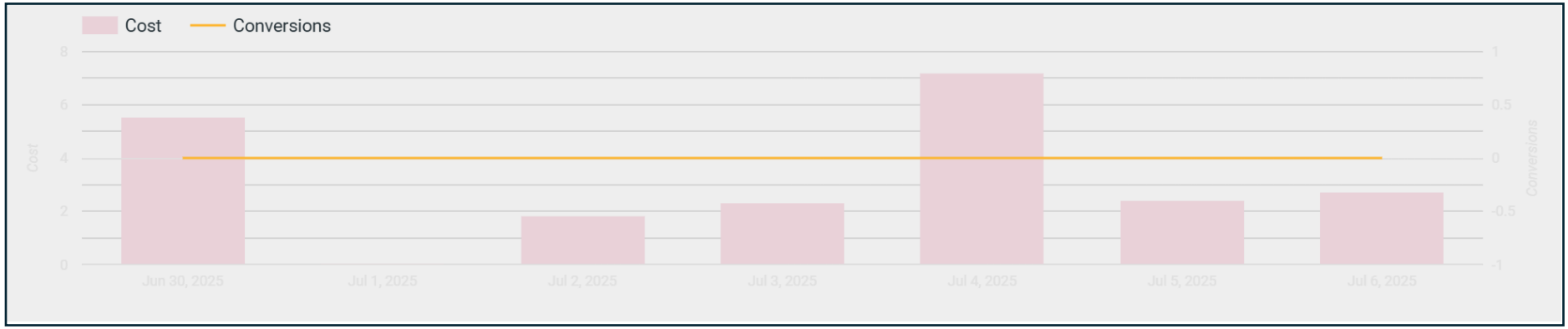
Google Ads
PERFORMANCE METRICS



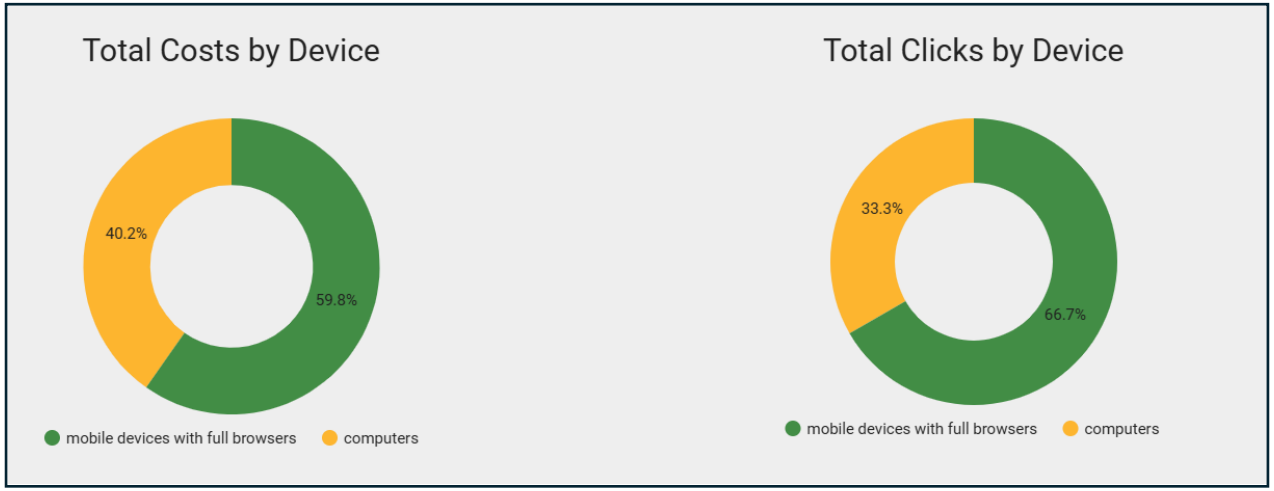
IMPRESSIONS 225.0 -19 & CLICKS 15.0 -6



CONVERSIONS 0 -1 vs COSTS £22 £-99.97



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£13	174	10	5.75%	£1.31	0	£0	0%
2.	computers	£9	51	5	9.8%	£1.77	0	£0	0%
	Grand total	**£22**	**225**	**15**	**6.67%**	**£1.47**	**0**	**£0**	**0%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£17	136	12	8.82%	£1.42	0	£0	0%
Laundry Services	£5	89	3	3.37%	£1.65	0	£0	0%
Cleaning Services	£0	0	0	0%	£0	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	**£22**	**225**	**15**	**6.67%**	**£1.47**	**0**	**£0**	**0%**

Meta Ads (Job Enquiries)
PERFORMANCE METRICS

Acquisition

Impressions	Reach	CPM
25.57K	12.84K	£5.47

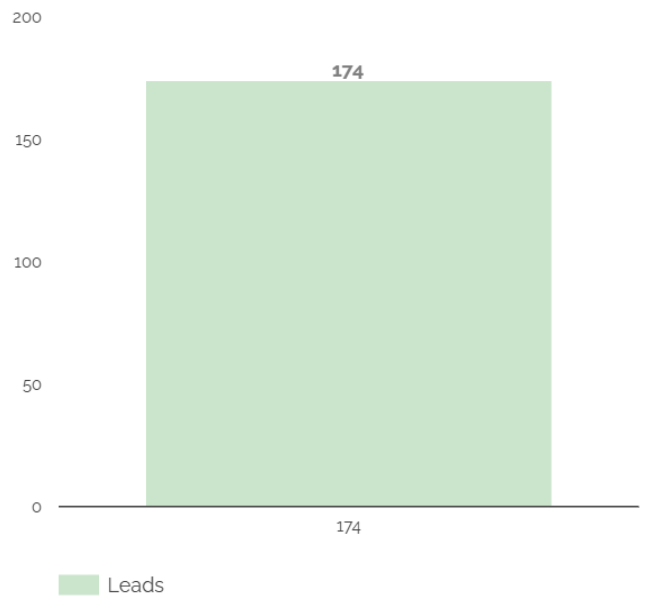
Engagement

Clicks	CTR	CPC
761	2.98%	£0.18

Leads

Leads	Cost Per Lead
174	£0.80

Leads Overtime



Amount spent: **£139.91**
Conversions (Leads generated): **174**

HIGHLIGHT (30/06/2025 – 06/07/2025)

SALES

Promising Leads & Contracts Signed

1. **Charlie, Meraki Studios – Promising Lead**
   Service Requested – Cleaning Services
   Requirement – Cleaning 2 floors for 3 Days a week
   Estimated quote amount - **TBD**
   Location – 66 Pembroke Road, Kensington, W8 6NX
   Status – Site visit needs to be rescheduled based on the current Operational situation.
2. **Tidy Titans – Promising Lead**
   Service Requested – Laundry & Linen Hire
   Requirement – 10 sets of Linen hire and laundry services once a week following.
   Estimated quote amount – **£81.96**
   Location – 249 High Road, Chadwell Heath, RM6 6AS
   Status – The client has requested for a service to be started from this Wednesday (09/07/2025). It's currently under review with Mustafa.
3. **Jay, Publicis Sapient – Promising Lead**
   Service Requested – Linen Hire + Cleaning services
   Estimated quote amount – **£97.02 per order**
   Frequency – Once a week (Depends on booking)
   Location – Balham
   Status – He needs deep cleaning for the first time and then regular cleaning afterwards on a continuous basis.
4. **Tanya Zafirova**
   Service Requested **– Linen Hire + Cleaning**
   Estimated quote amount – TBD
   Frequency – Once a week
   Location – Purley & Kingston
   Status – She would like to start with a deep cleaning trial first and then regular cleaning. This is currently under review with Mustafa.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per Conversion - **£22**

Campaign wise Spent:

Google Ads –

1. Laundry Ads spent - **£5**
   Leads generated – **0**
2. Hire Ads spent - **£17**
   Leads generated – **0**
3. Cleaning Ads spent - **£0**
   Leads generated – **0**

Meta Ads Cost per Conversion for JOB APPLICANTS:

Total Leads Received – **174**

Cost per Conversion - **£139.91**

Appendix

SALES TEAM ACTION WOW

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

INVOICE DETAILS

Category	Count	Amount
Linen Hire	22	£8,336.93
Turnover pack	1	£90,000.00
Laundry Only	4	£342.94
Purchase	1	£590.40
Hire + Cleaning Services	10	£1,173.18
Cleaning Services	1	£183.60
Total	**39**	**£100,627.05**

***DMC* - £90,774**
LHS (Other clients) - £9,853.05

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	40
Laundry Only	3
Cleaning Services	1
Cleaning + Hire	8
Total	**52**
Orders placed - 20 Clients	

LEADS RECEIVED DURING THE WEEK

Category	Total Leads
Linen Hire	2
Purchase	0
Cleaning	1
Linen Hire + Cleaning	0
Invalid Query	8
GRAND TOTAL	**11**

SALES CALL DATA

Category	Number of Calls	Average call/day	Working Days
Calvin	32	6.40	5
Abhishek	78	15.60	5
GRAND TOTAL	**110**	**22.00**	**10**

TENTATIVE SCHEDULE FOR NEXT WEEK (07/07/2025 – 13/07/2025)

Company Name	Order Ref	Delivery Address	Contact Details	Order Description
Linden House Hotel	INV-002543	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Johnny Romana	INV-002525	29 Ridge Hill London NW11 8PR	7968928874	%100 Cotton
Magic Stay London	INV-002546	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	07717 613 340 / 07719 777 616	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Building Clean London	INV-002547	57-59 Philbeach Gardens, SW5 9EE	07562 448 464	Itemised(Only plain) - Forgotten items too
Building Clean London	INV-002547	174 Tooting High Street, SW17 0RT	7563 448 464	Sets
Building Clean London	INV-002547	244 Wimbledon Park Road SW18 5RL	7564 448 464	Sets
Kiyora Spa	NA	97 Old Brompton Road, Kensington, SW7 3LD	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Perfect Touch Cleaning Services	INV-002524	9 Loddon Spur, Slough, SL1 3EJ	07766846868	Sets
Art of Smile	INV-002548	2 Gladstone Park Gardens, NW2 6JU	07507 925 485	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-002548	84 Harlesden Road, NW10 2BE	07507 925 485	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Art of Smile	INV-002548	140 Clitterhouse Cress, NW2 1DA	07507 925 485	Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Devereux Residences	INV-002549	Big Yellow Storage, 71 Townmead Road, London, SW6 2ST	+44 7585 851170	Sets
Heather Jane	NA	23 Lancaster Road W11 1QL	+44 7760 304201	Collection

London Urban Escape	INV-002539	1 Westbourne Crescent, London, W2 3DB	07481 154 511	%100 Cotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
London Urban Escape	INV-002539	14 Camden High Street, London, NW1 0JH	07481 154 511	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)
Linden House Hotel	INV-002544	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Caius Capital LLP	INV-002499	2 Park Street, London, W1K 2HX	0207 190 7940	Only towels
Messiah Properties	INV-002526	Flat 1, 26 Lupus street SWIV 3DZ	07786 080 000/ 0204 603 4190	%100 Cotton - Sets (7x Toiletry Kits)
London Holiday Rental	INV-002511	124 Mile End Road, E1 4UN	+44 7548 067617	Itemised
Westeen Properties	Collection	E3 4LU, 45 St. Clair House, British Street	+44 7379 621223	Collection
La Bibliotheque	INV-002540	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	07799 007 963 / 01450 367 110	Itemised
Seeker Estates Ltd	INV-002541	Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Magic Stay London	Collection	Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN	07717 613 340 / 07719 777 616	Collection
Nico Living	INV-002523	24 Westall St, Reading, RG2 9RL	7818742010	Sets
Pam Nash	INV-002538	26 Roslyn Road, N15 5ET	7399153138	Sets
Pam Nash	INV-002538	18 Dunloe Avenue, N17 6LA	7399153138	Sets
Building Clean London	TBC	57-59 Philbeach Gardens, SW5 9EE	07562 448 464	Sets
Building Clean London	TBC	11 Romola Road, SE24 9BA	+44 7806 683932	Sets
Building Clean London	TBC	11 Stubbs Way, London, SW19 2UW	07562 448 464	Sets
Building Clean London	TBC	174 Tooting High Street, SW17 0RT	07562 448 464	Sets
Building Clean London	TBC	244 Wimbledon Park Road SW18 5RL	07562 448 464	Sets

Tibor Matta	INV-002534	38 Wansey Street, London, SE17 1JP,	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-002545	4-6 Sussex Pl, Tyburnia, London W2 2TP	07846 366 652	%100 Cotton
Seeker Estates Ltd	INV-002542	10 Upper Montagu Street W1H 2PB	07397 573 367	Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM)
Messiah Properties	INV-002527	2507 Maine Tower, 9 Harbour way, E14 9DN	07786 080 000/ 0204 603 4190	%100 Cotton - Sets
Key Bridge Limited	TBC	72 Park Way, NW1 7AH	+44 7367 707044	Sets
Key Bridge Limited	TBC	253 Royal College Street, NW1 9LU	+44 7367 707044	Sets
Key Bridge Limited	TBC	76 Neal Street, WC2H 9AJ	+44 7367 707044	Sets
Key Bridge Limited	TBC	3A Golders Green Road, NW11 8DY	+44 7367 707045	Sets
Pass the Keys	INV-002532	40 Manchester Grove, London E14 3BG	+44 7308 625885	Cleaning
Kiyora Spa	NA	97 Old Brompton Road, Kensington, SW7 3LD	07751141620 / 020 7052 9149	Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services
Afaad Properties	INV-002528	Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE	7948977750	Cleaning
Natalie Emmerson	INV-002533	8 Broxash Road	+44 7539 476762	Cleaning