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HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/07/2025 – 31/07/2025

QUICK GLANCE AT FIGURES

TOTAL SALES
£348,957.43

TOTAL INVOICES
176.00

NEW LEADS
41

QUOTES SENT
22

CONVERSIONS
2

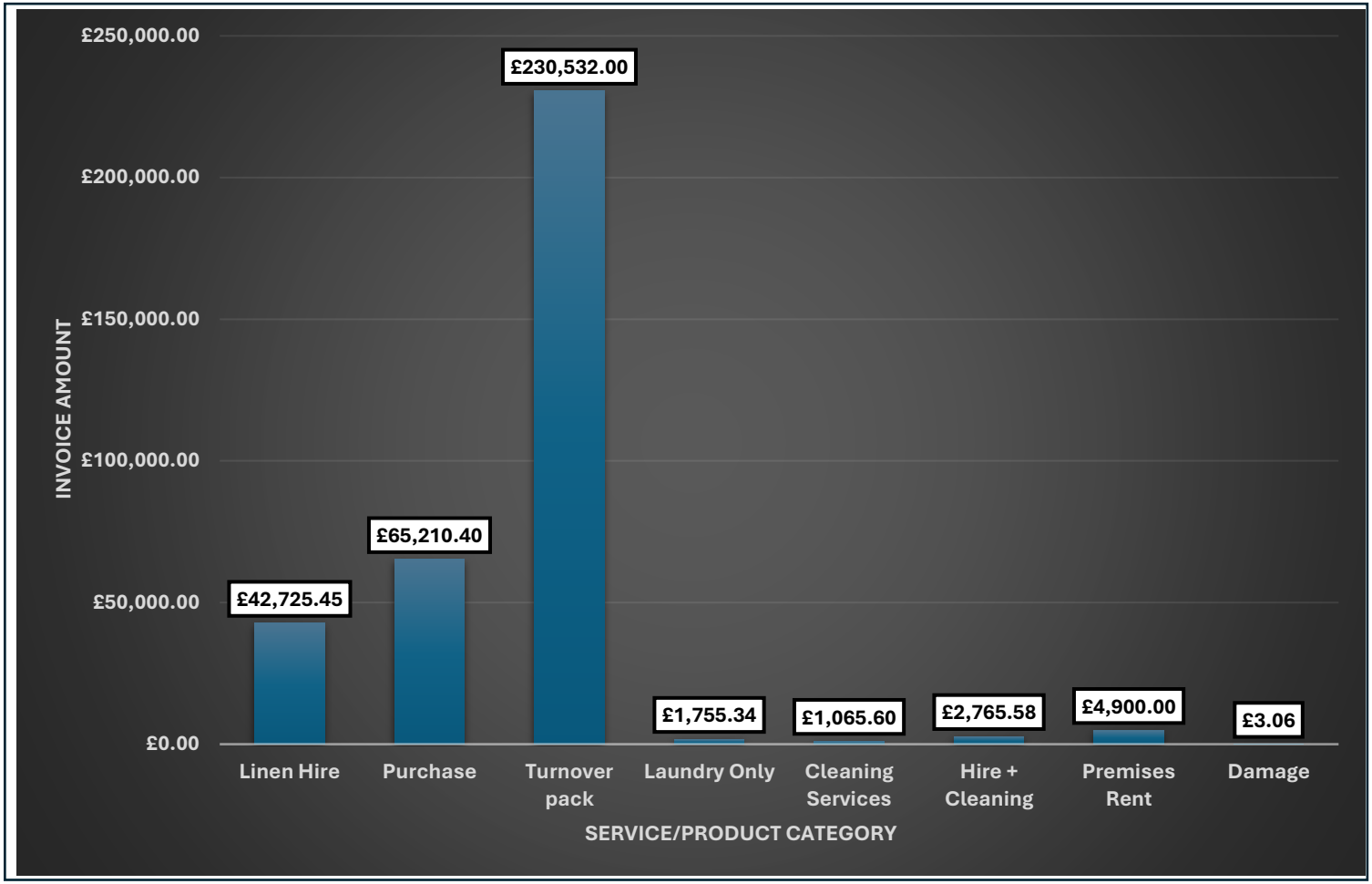
AMAZON ORDERS
82

AMAZON SALES
£2,091.24

ORDERS DELIVERED
166

NOTE: *Amazon orders exclude 2 cancellations for £24.75*

DETAILED GLANCE OF SALES

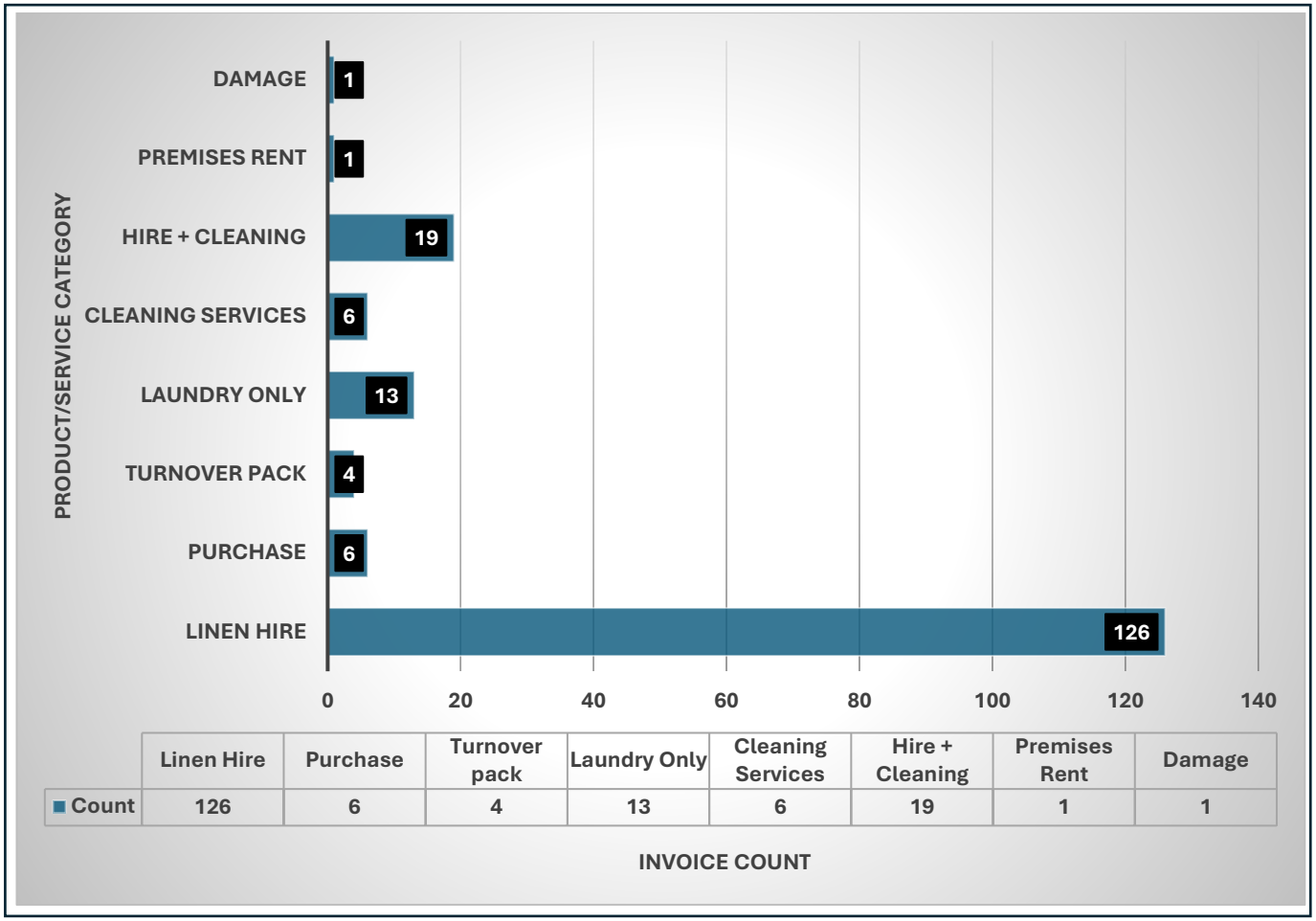


TOTAL AMOUNT - £348,957.43

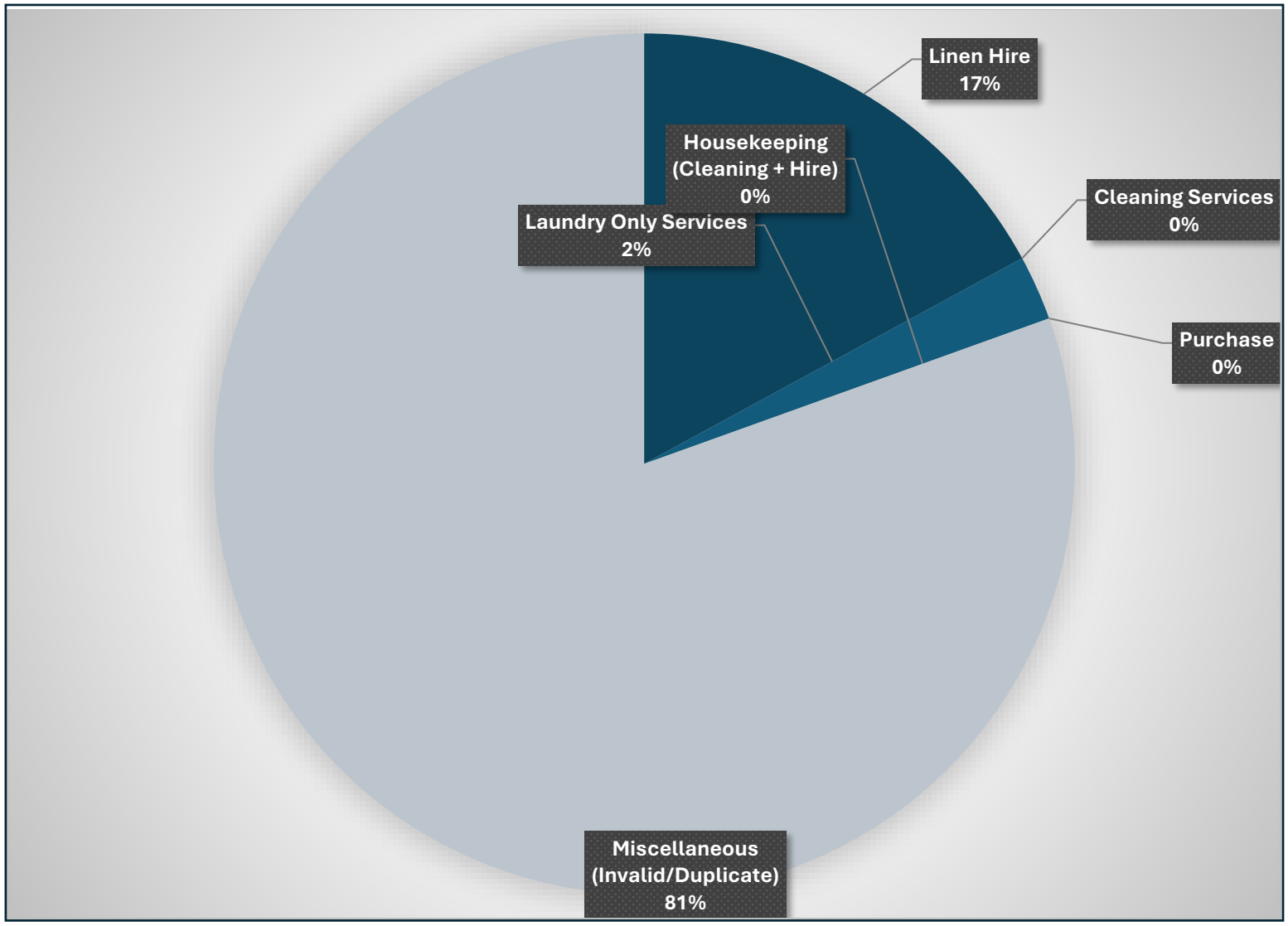
Londonist DMC: **£296,640.00**
Premises Rent: **£4900**
Other LHS clients: **£47,417.43**

Note: Purchase is Product sales: Electrical Appliance, Sim card etc.

TOTAL INVOICE COUNT (176)



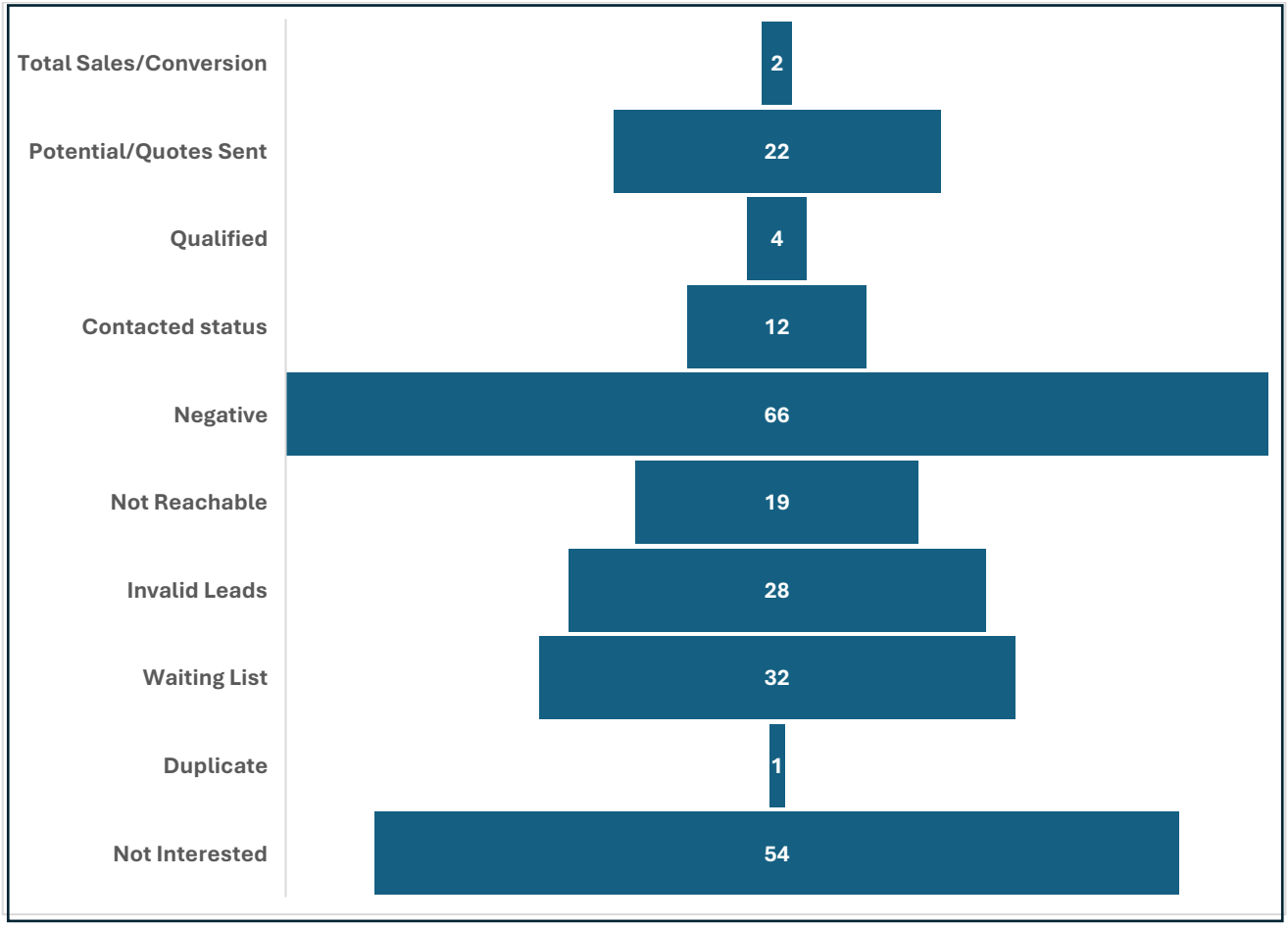
LEADS RECEIVED DURING THE MONTH (41)



Total Leads: 41 (Out of which 5 leads are self-sourced)

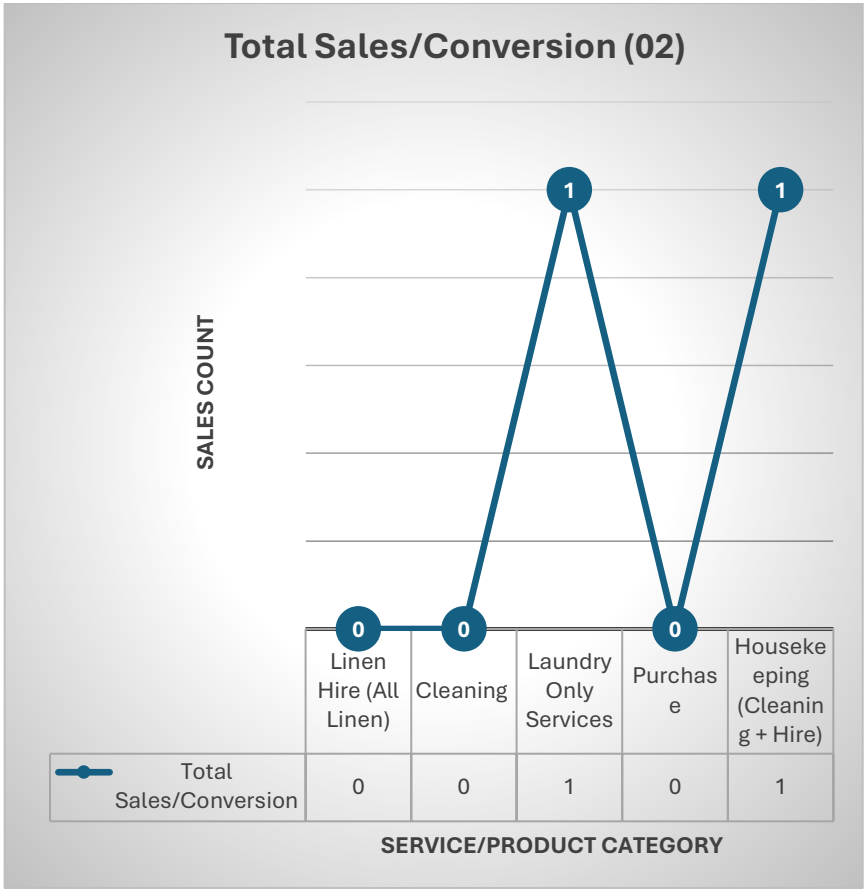
SALES TEAM ACTION DURING THE MONTH

PERFORMANCE SUMMARY



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

DETAILED GLANCE - SALES AND POTENTIALS



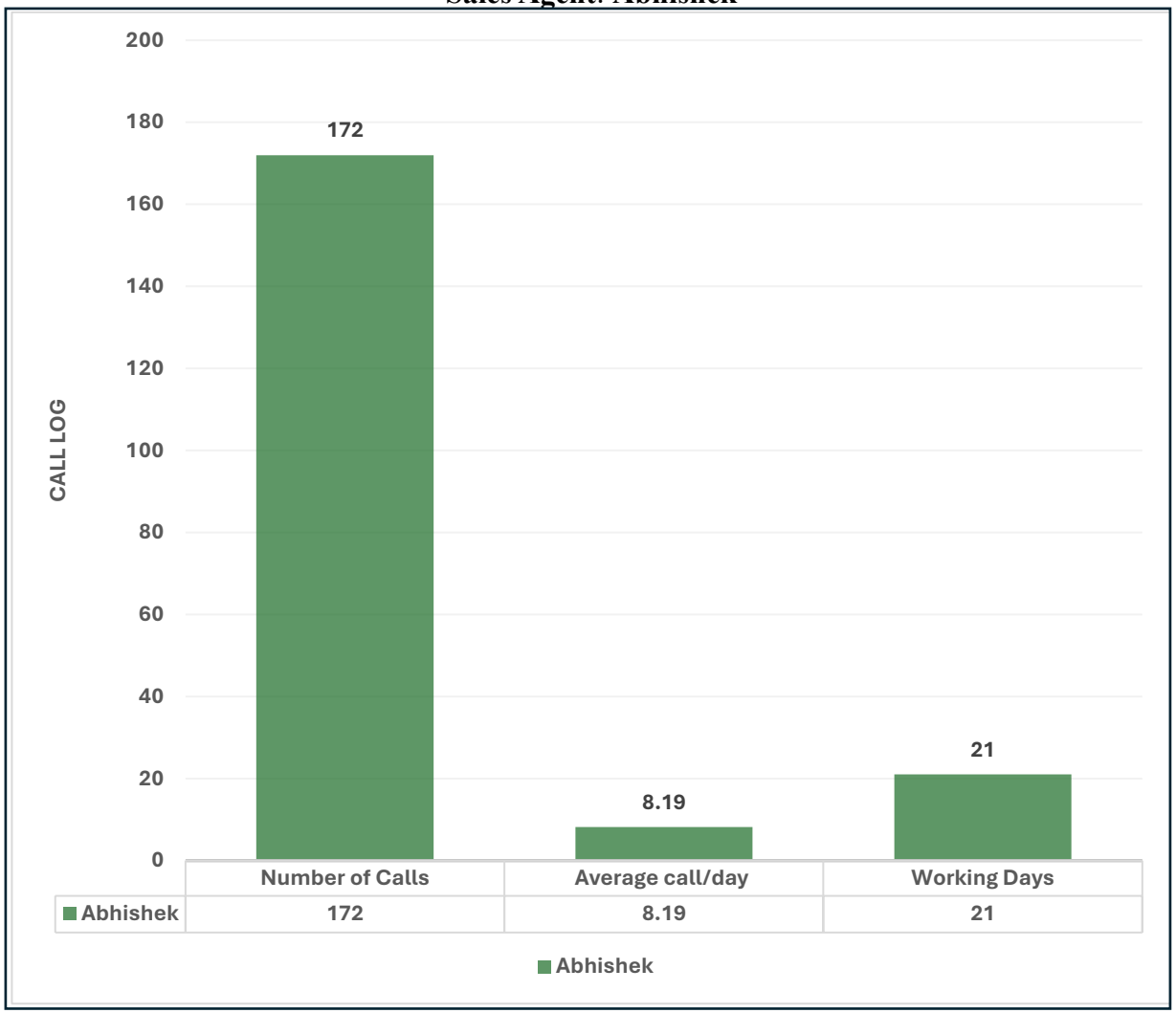


NOTE: Total Number of leads reached during May'25 – 216

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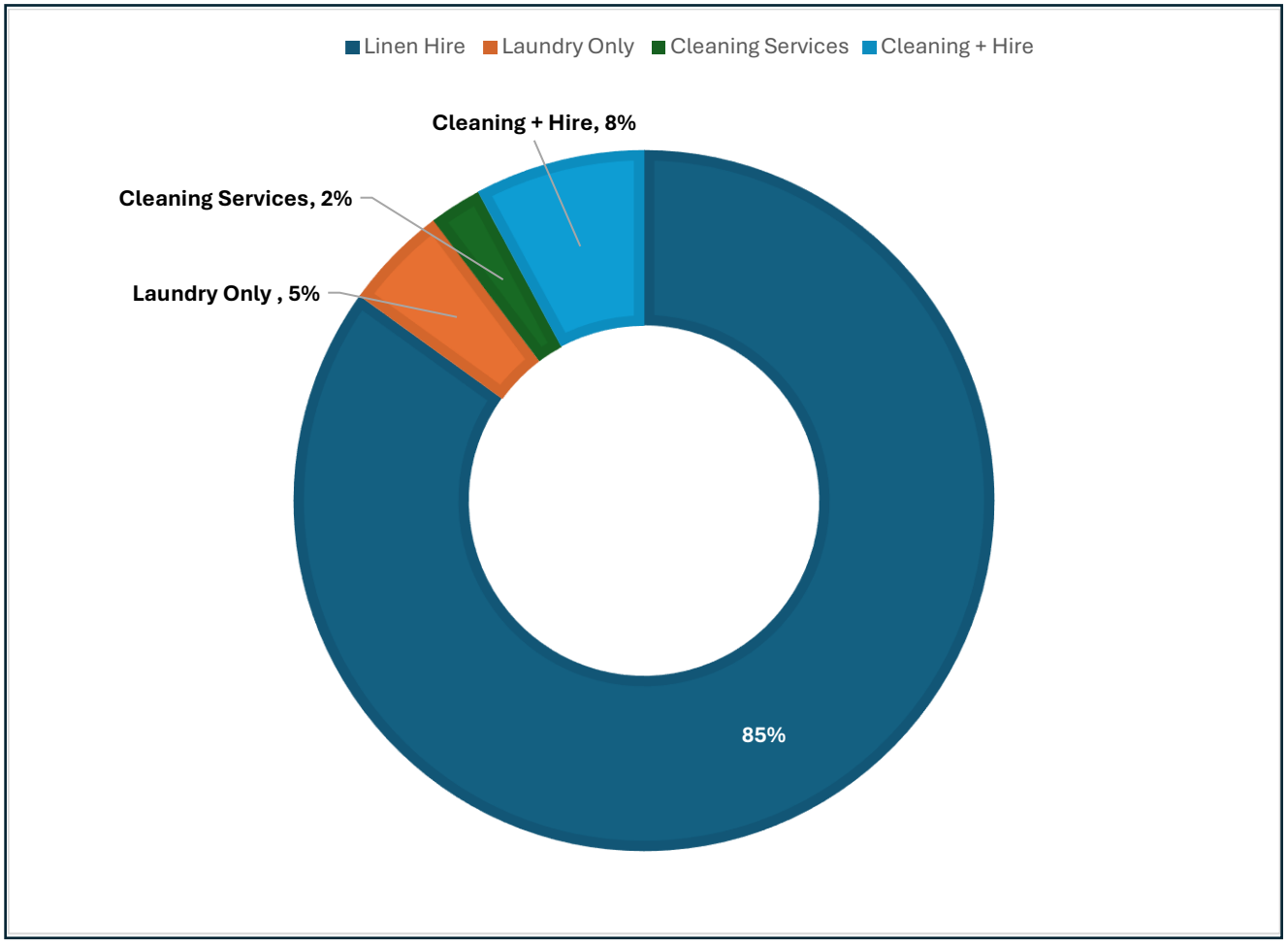
SALES CALL INSIGHTS

Sales Agent: Abhishek



Note: Abhishek visited field for 2 days during the month.

ORDERS DELIVERED DURING THE MONTH (166)



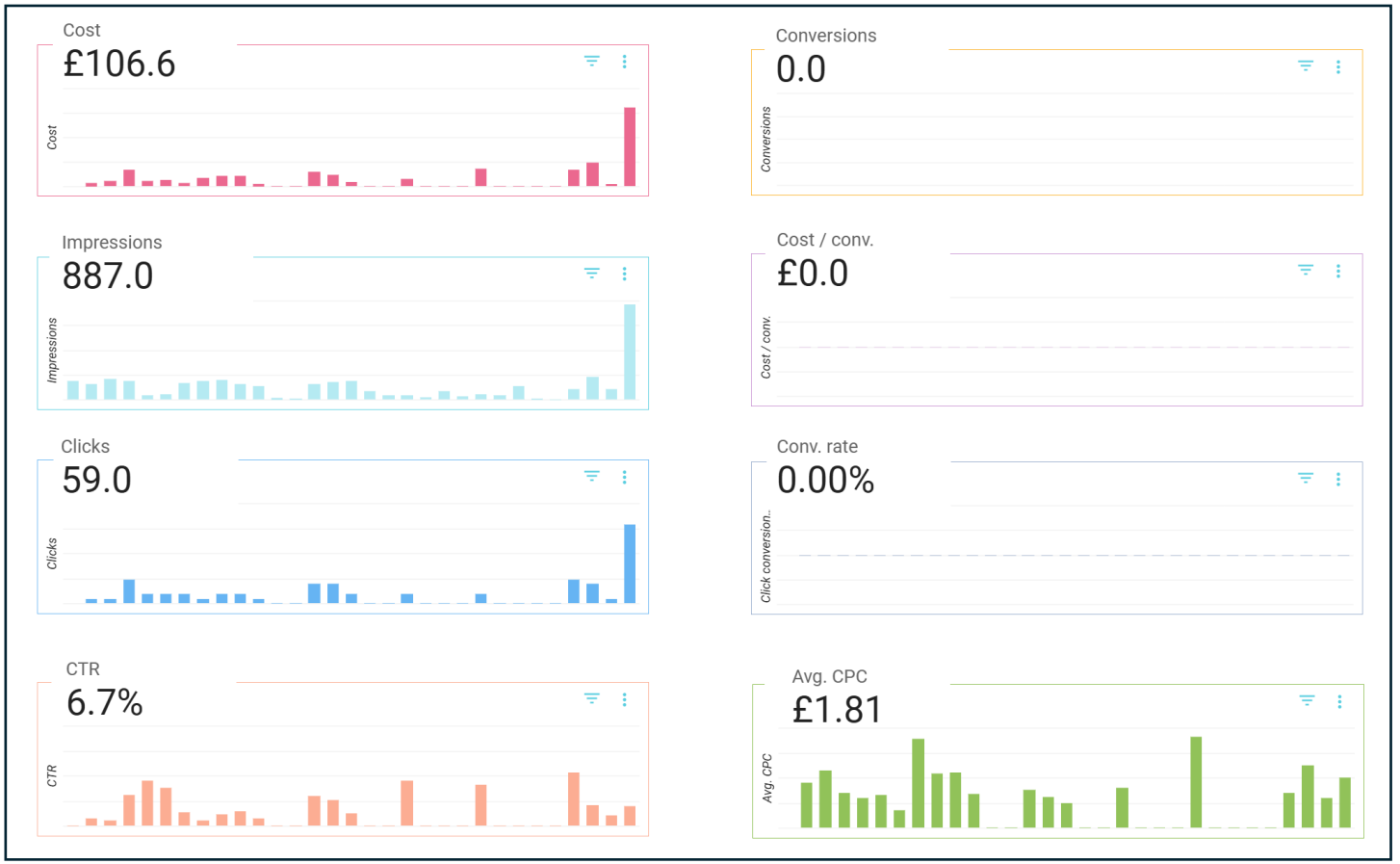
Note: The Delivery data above excludes the DMC deliveries as different delivery pattern is followed on that side of operations.

Number of clients placed the order during the month - 37

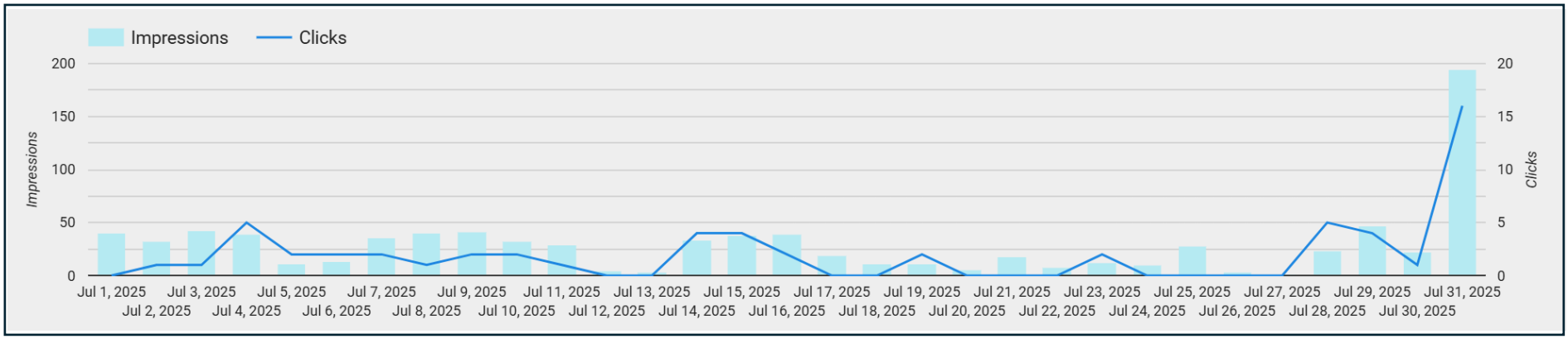
MARKETING PERFORMANCE DURING THE MONTH

Google Ads during 01/07/2025 – 31/07/2025

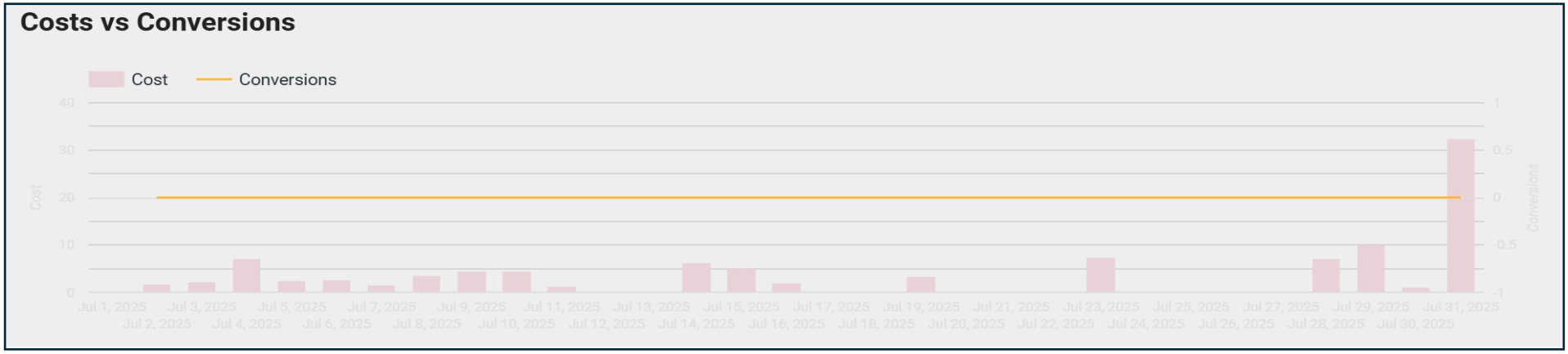
PERFORMANCE METRICS



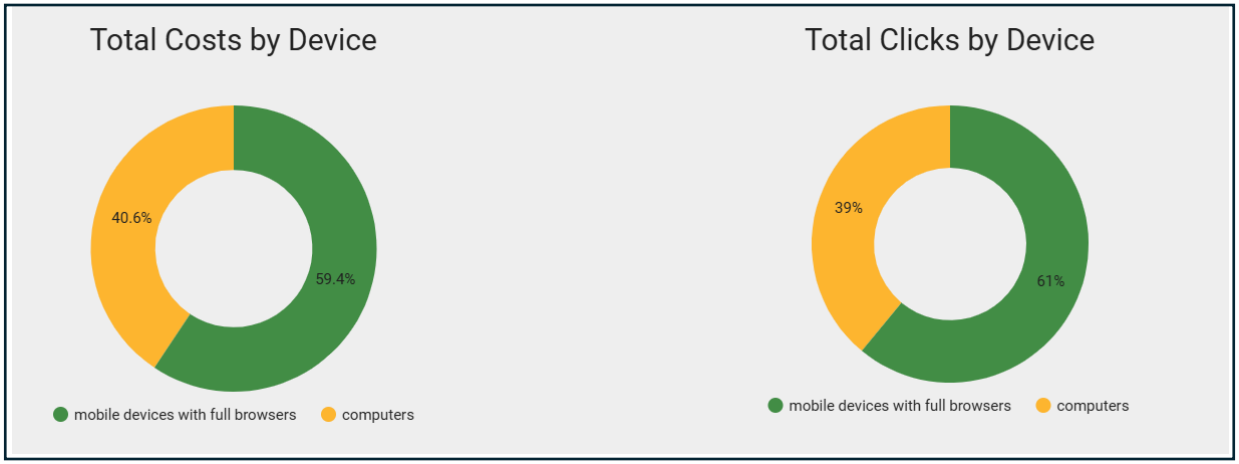
IMPRESSIONS 887.0 ↓ -8,050 **& CLICKS** 59.0 ↓ -584



COSTS £107 ↓ £-1,328.88 **& CONVERSIONS** 0 ↓ -8



DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£63	651	36	5.53%	£1.76	0	£0	0%
2.	computers	£43	233	23	9.87%	£1.88	0	£0	0%
3.	tablets with full browsers	£0	3	0	0%	£0	0	£0	0%
	Grand total	**£107**	**887**	**59**	**6.65%**	**£1.81**	**0**	**£0**	**0%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Laundry Services	£54	455	24	5.27%	£2.27	0	£0	0%
Hire Services	£52	432	35	8.1%	£1.49	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	**£107**	**887**	**59**	**6.65%**	**£1.81**	**0**	**£0**	**0%**

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META ADS PERFORMANCE

Acquisition

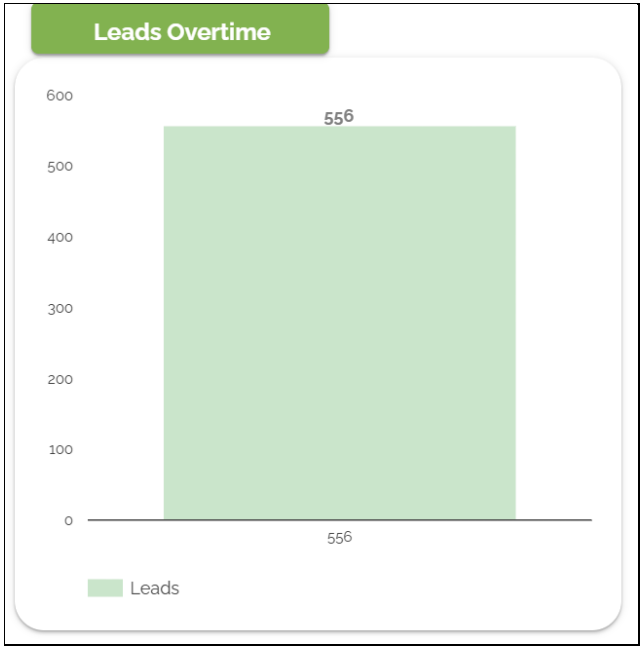
Impressions	Reach	CPM
102.24K	32.84K	£4.58

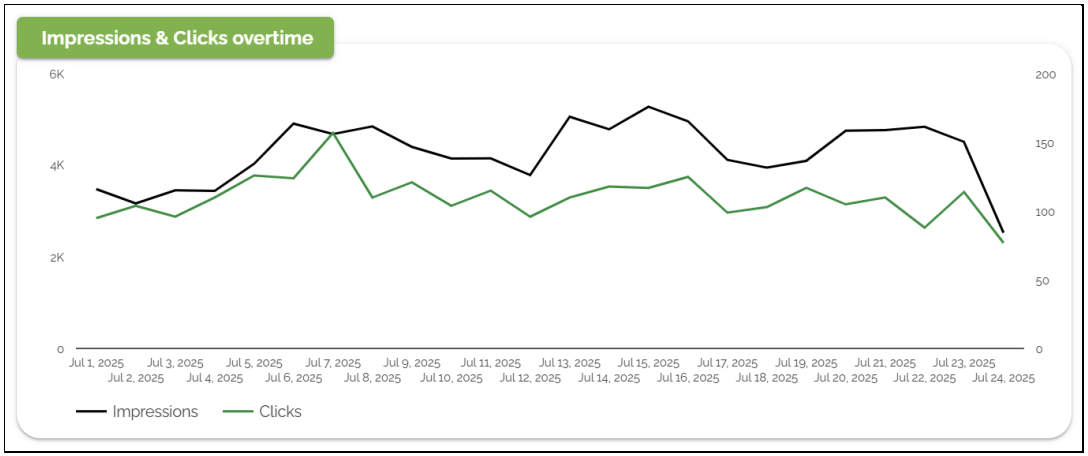
Engagement

Clicks	CTR	CPC
3K	2.58%	£0.18

Leads

Leads	Cost Per Lead
556	£0.84





TOTAL AMOUNT SPENT: £468.48

HIGHLIGHTS OF THE MONTH

SALES

Total New Client: 2 **Pending Contracts: 0**

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **0**

Cost per conversion - **0**

Meta Ads: Job Enquiry

Total Leads Received – **556**

Cost per conversion - **£0.84**

LOGISTICS & OPERATIONS

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

Total Articles delivered/sent out: **N/A**

Total Received: **N/A**

Damaged Articles received: **N/A**

Damaged Proportion: **N/A**

Laundry bags record -

Total out – **N/A** | Total In – **N/A** | Damaged – **N/A**

Damaged Proportion – **N/A** | Difference – **N/A**

2. Client – DMC (Laundry)

Total Articles delivered/sent out: **N/A**

Total Received: **N/A**

Damaged Articles received: **N/A**

Damaged Proportion**: N/A**

DMC (Purchase – Duvets & Pillows)

Total Sent out – **N/A**

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	0	14
Cleaning	0	1
Laundry Only Services	1	3
Purchase	0	3
Housekeeping (Cleaning + Hire)	1	1
GRAND TOTAL	**2**	**22**

PERFORMANCE SUMMARY

ACTION	NUMBER
Total Sales/Conversion	2
Potential/Quotes Sent	22
Qualified	4
Contacted status	12
Negative	66
Not Reachable	19
Invalid Leads	28
Waiting List	32
Duplicate	1
Not Interested	54

ORDERS DELIVERED

Category	Order Count
Linen Hire	141
Laundry Only	8
Cleaning Services	4
Cleaning + Hire	13
Total	**166**

Excludes the orders from DMC

TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	126	£42,725.45
Purchase	6	£65,210.40
Turnover pack	4	£230,532.00
Laundry Only	13	£1,755.34
Cleaning Services	6	£1,065.60
Hire + Cleaning	19	£2,765.58
Premises Rent	1	£4,900.00
Damage	1	£3.06
Total	**176**	**£348,957.43**
Number of clients placed the order - 37		

LEADS RECEIVED

Category	Total leads
Linen Hire	7
Cleaning Services	0
Laundry Only Services	1
Housekeeping (Cleaning + Hire)	0
Purchase	0
Miscellaneous (Invalid/Duplicate)	33
GRAND TOTAL	**41**

Self-sourced = 5

CALLS SUMMARY

Category	Number of Calls	Average call/day	Working Days
Abhishek	172	8.19	21
GRAND TOTAL	**172**	**8.19**	**21**