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HOSPITALITY

# WEEKLY SALES & MARKETING SUMMARY

**13/10/2025 – 19/10/2025**

# QUICK GLANCE AT FIGURES

**£**
**LHS SALES**
£23,157.99

**TOTAL INVOICES**
40

**NEW LEADS**
6

**QUOTES SENT**
7

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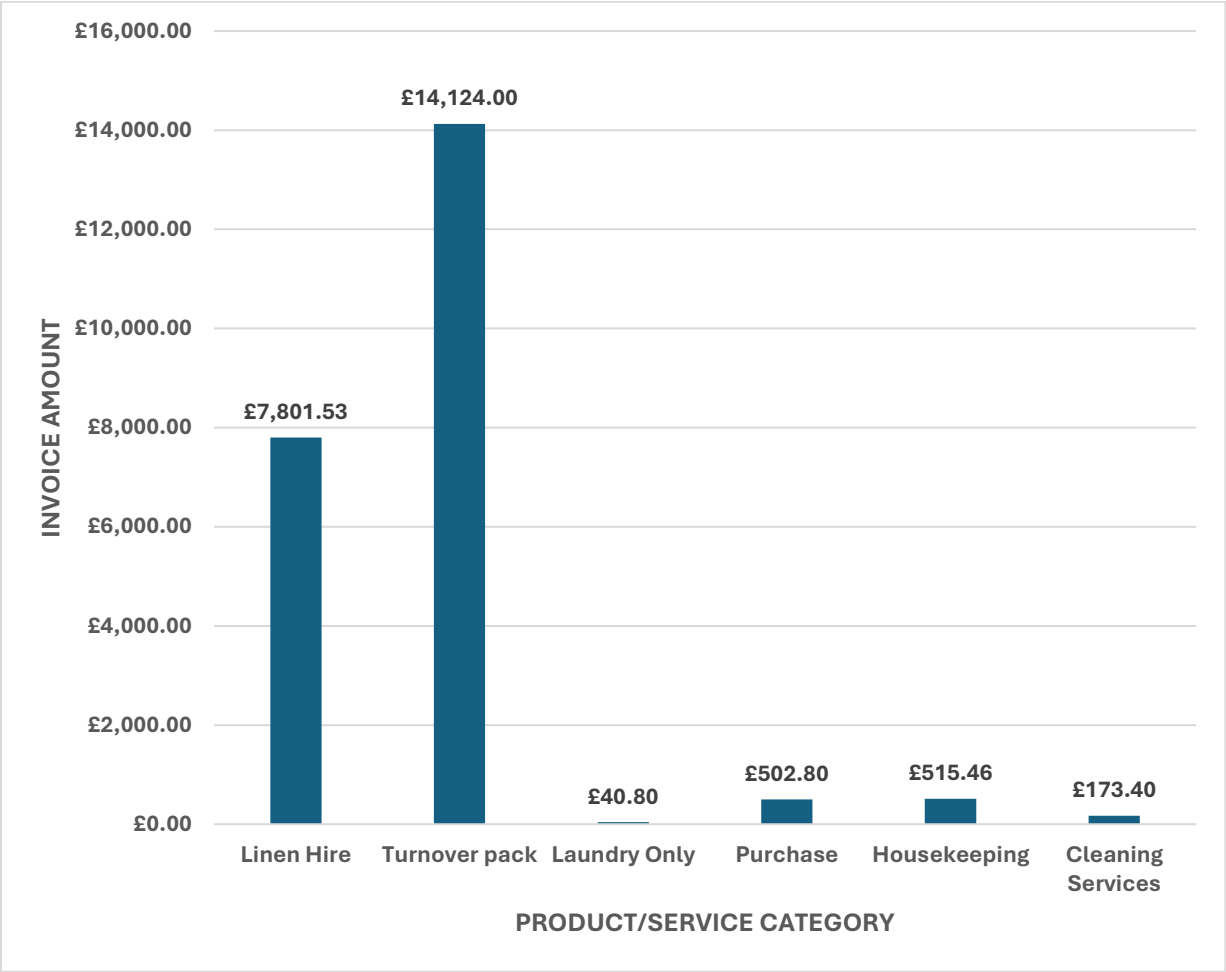
**CONVERSIONS**
1

**AMAZON SALES**
£446.15

**AMAZON ORDERS**
23

**ORDERS DELIVERED**
43

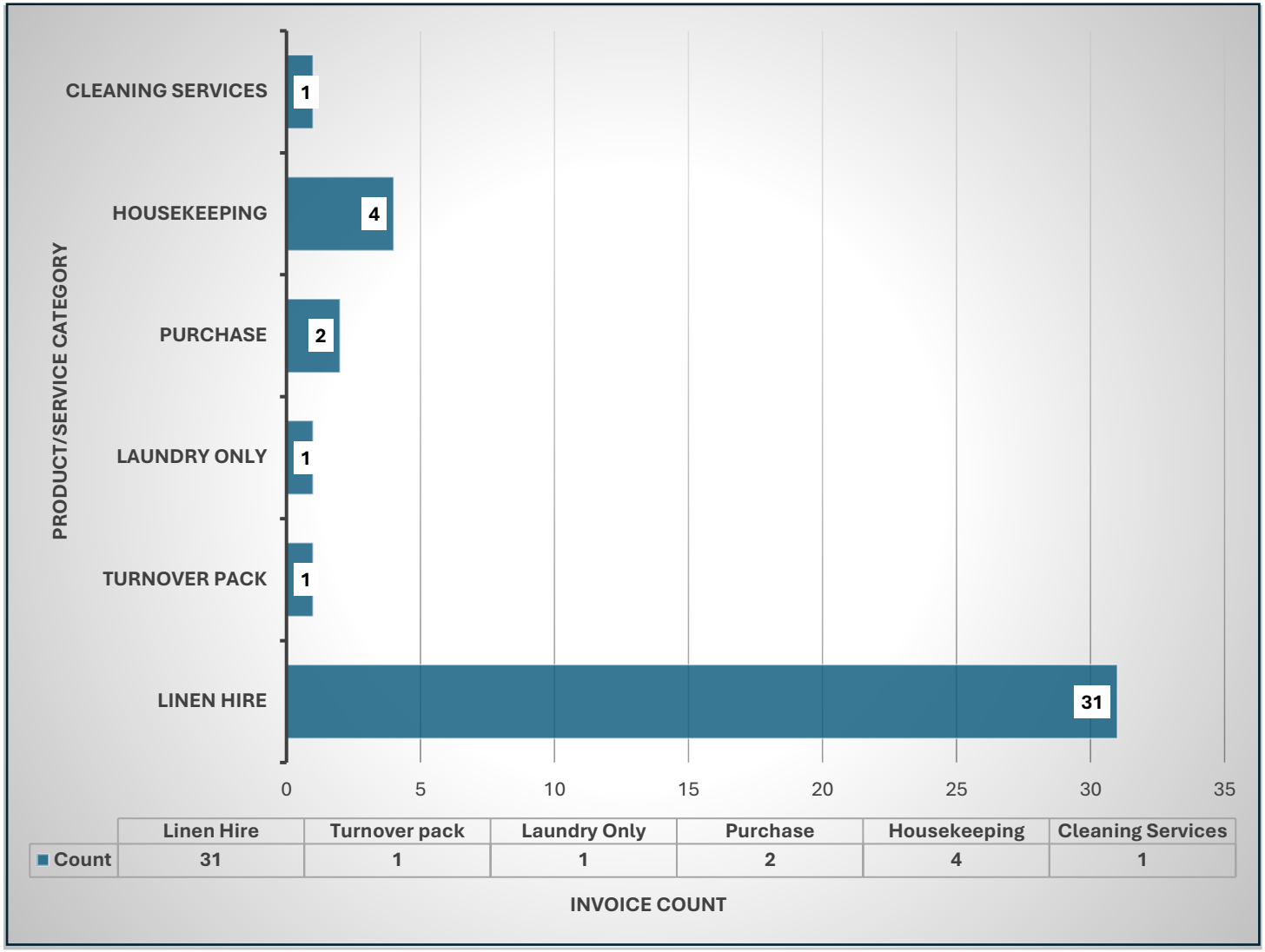
# DETAILED GLANCE OF SALES – INVOICE AMOUNT



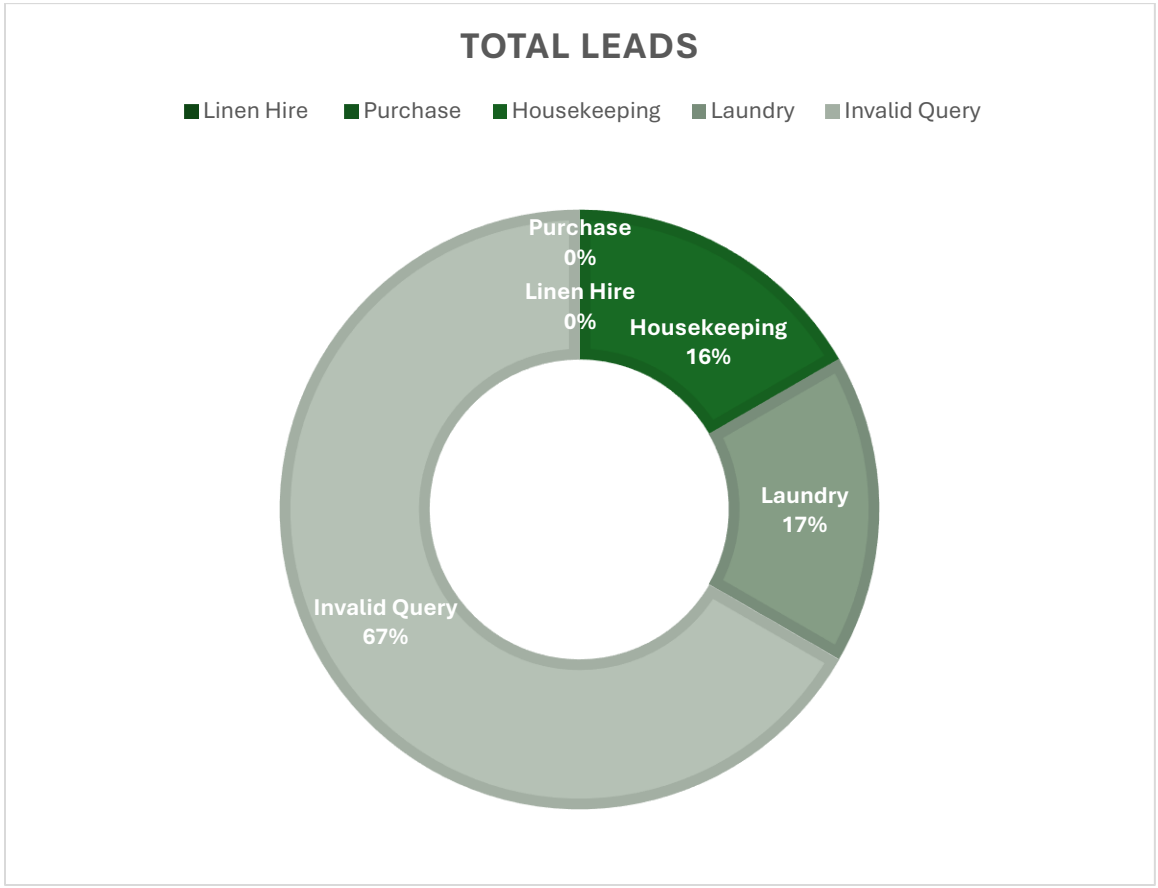

**TOTAL AMOUNT: £23,157.99**

DMC sales: **£14,333.4**
Other (LHS Clients): **£8,824.59**

# DETAILED STATISTICS – INVOICE COUNT (40)

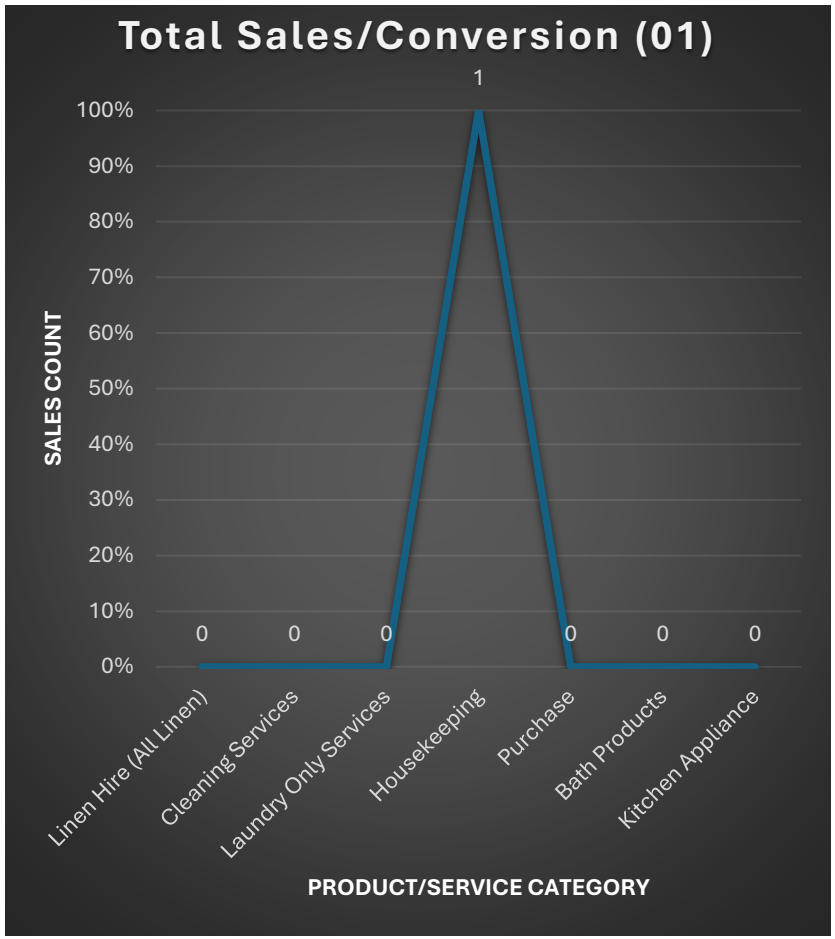


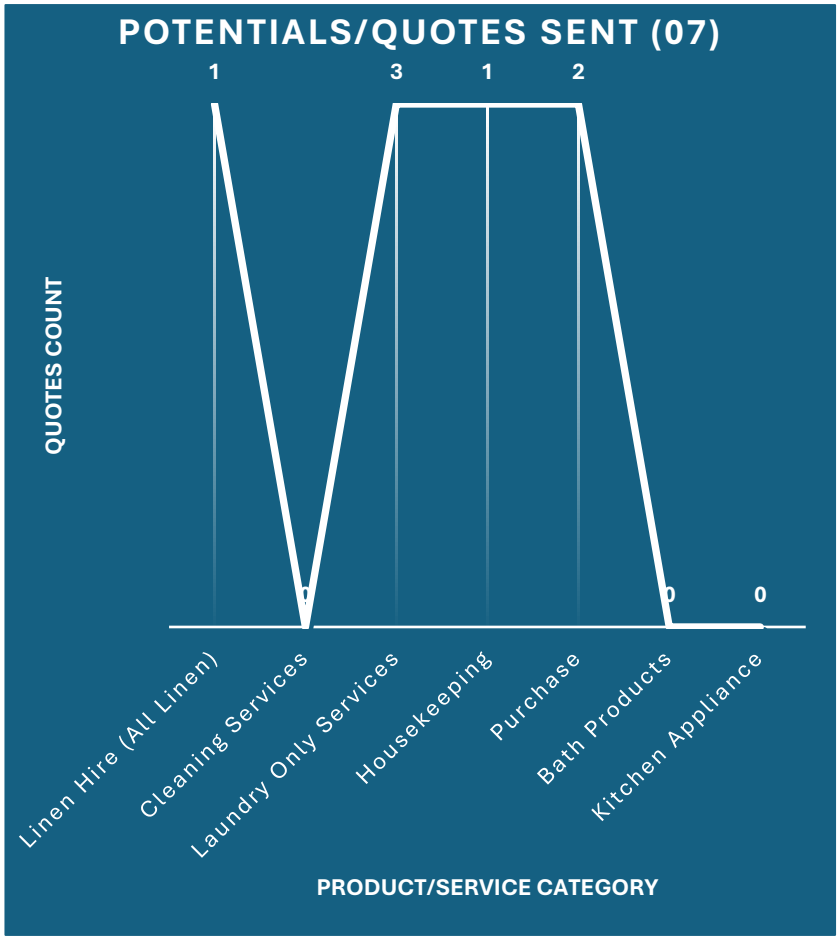
# LEADS RECEIVED DURING THE WEEK (06)



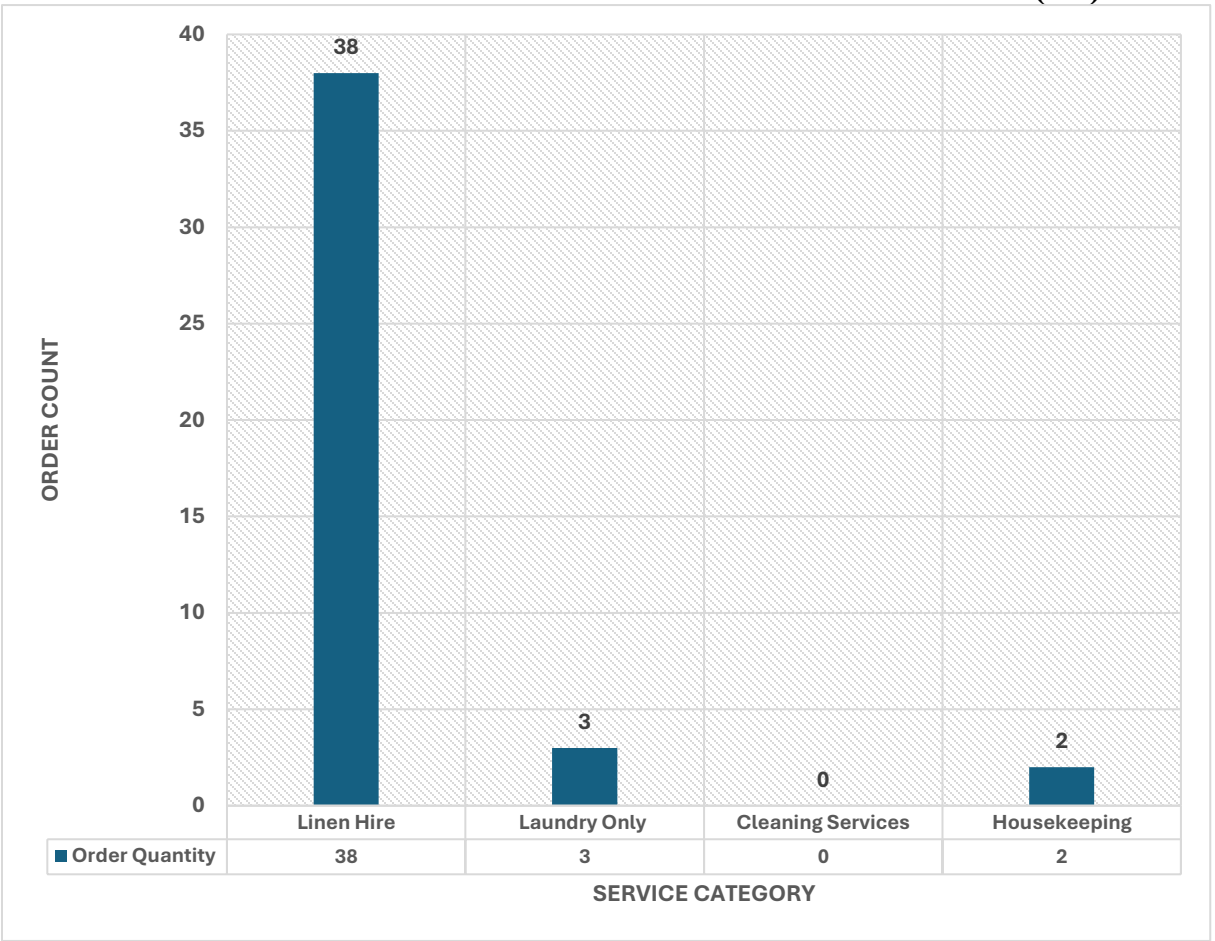

**NOTE**: 1 Self-sourced lead

# SALES TEAM ACTION



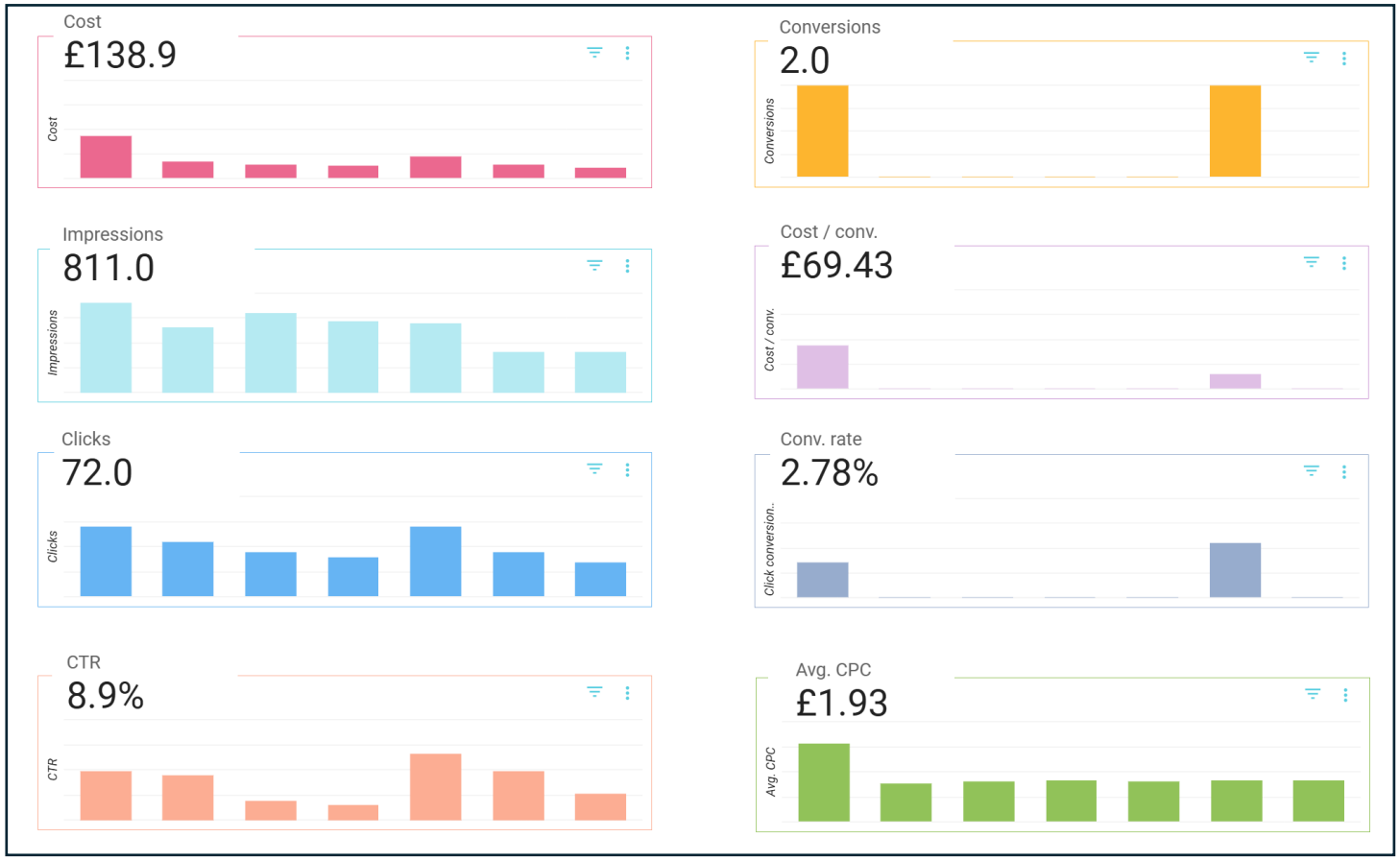
# ORDERS DELIVERED DURING THE WEEK (43)



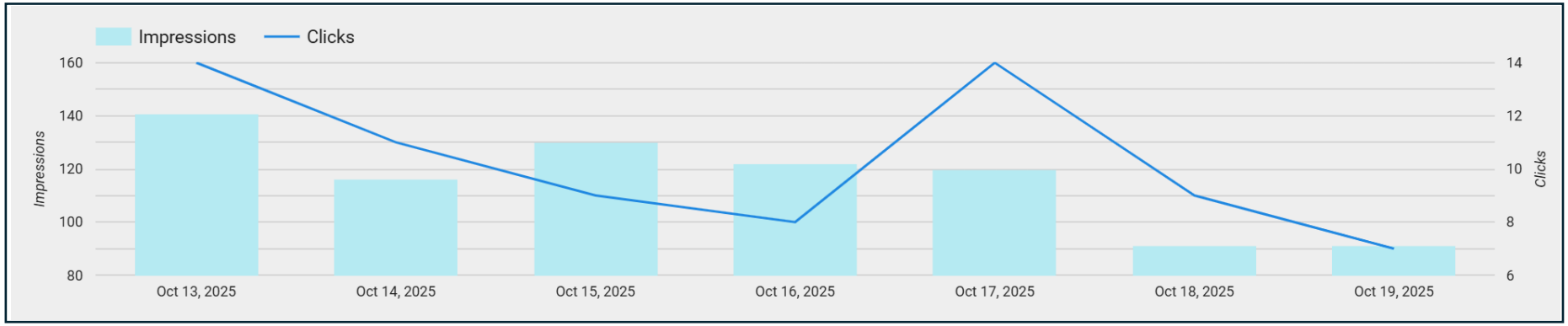

**NOTE:** Number of clients placed the order **- 25**

# MARKETING PAID AD PERFORMANCE DURING THE WEEK

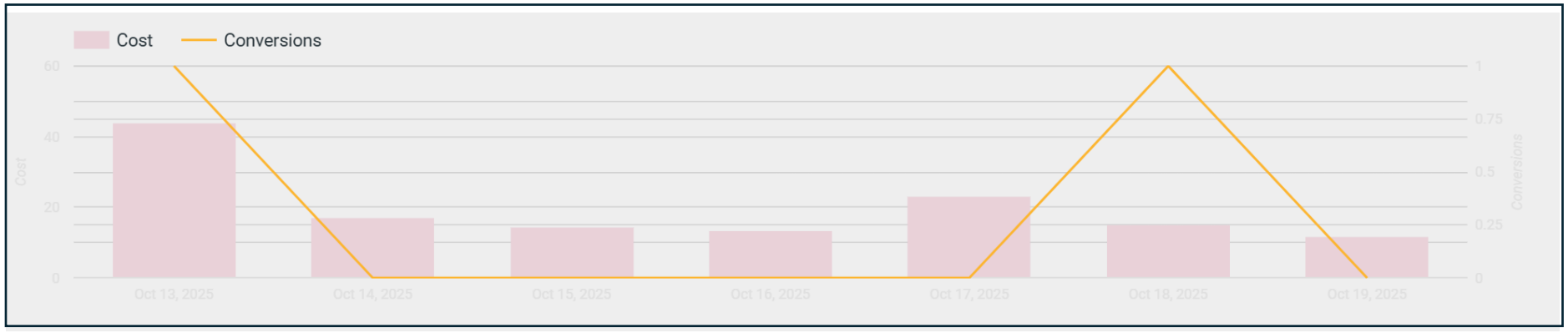
## Google Ads
## PERFORMANCE METRICS



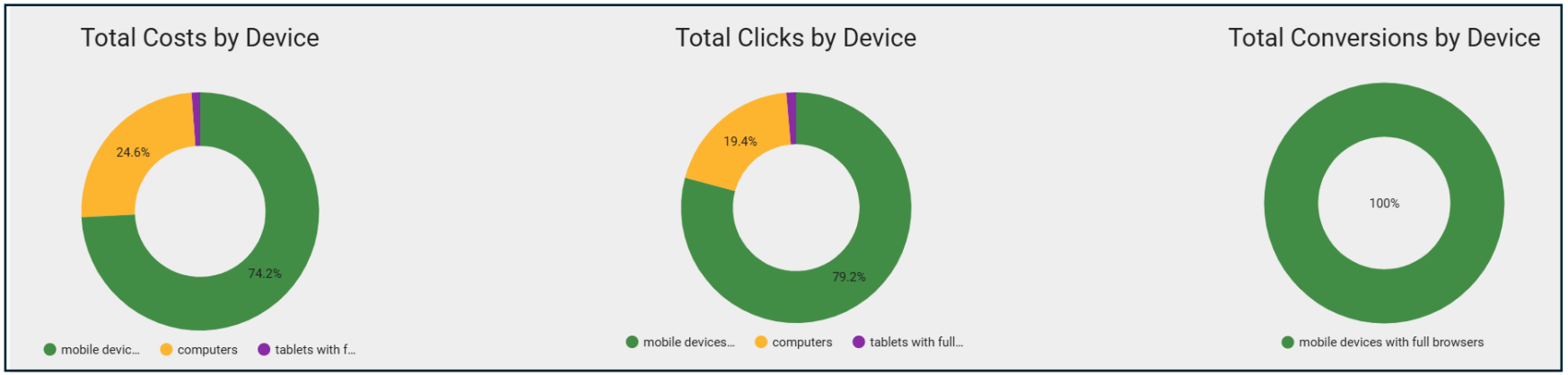
## IMPRESSIONS 811.0 -919 & CLICKS 72.0 -53




## CONVERSIONS 2 0 vs COSTS £139 £-255.77



# USER DEVICE PERFORMANCE




| | Device | Cost | Impressions | Clicks | CTR | Avg. CPC | Conversions | Cost / conv. | Conv. rate |
|---|---|---|---|---|---|---|---|---|---|
| 1. | mobile devices with full browsers | £103 | 593 | 57 | 9.61% | £1.81 | 2 | £51.54 | 3.51% |
| 2. | computers | £34 | 213 | 14 | 6.57% | £2.44 | 0 | £0 | 0% |
| 3. | tablets with full browsers | £2 | 5 | 1 | 20% | £1.63 | 0 | £0 | 0% |

# CAMPAIGN PERFORMANCE

| Campaign | Cost ▾ | Impressions | Clicks | CTR | Avg. CPC | Conversions | Cost / conv. | Conv. rate |
|---|---|---|---|---|---|---|---|---|
| Hire Services | £88 | 363 | 44 | 12.12% | £1.99 | 0 | £0 | 0% |
| Laundry Services | £51 | 448 | 28 | 6.25% | £1.83 | 2 | £25.64 | 7.14% |
| 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% |

# HIGHLIGHT (13/10/2025 – 19/10/2025)

## SALES

**Promising Leads & Contracts Signed**

1. **Ethen, AXO Student Living - Contract Signed (Service Started)**
   Service Requested – Linen Hire (Polycotton)
   Frequency – Once a week
   Annual Contract Value - TBD
   Location – 5
   a) Camden
   b) Waterloo
   c) New Cross
   d) Islington
   e) Oxford

## MARKETING

**Google Ads Cost per Conversion:**

Total Leads Received – **2**
Total amount spent - **£138.9**

**Campaign wise Spent:**

Google Ads –

1. Laundry Ads spent - **£51**
   Leads generated – **2**
2. Hire Ads spent - **£88**
   Leads generated – **0**
3. Cleaning Ads spent - **£0**
   Leads generated – **0**

# Appendix

**SALES TEAM ACTION WOW**

| Category | Total Sales/Conversions | Potentials/Quotes Sent |
|---|---|---|
| Linen Hire (All Linen) | 0 | 1 |
| Cleaning Services | 0 | 0 |
| Laundry Only Services | 0 | 3 |
| Housekeeping | 1 | 1 |
| Purchase | 0 | 2 |
| Bath Products | 0 | 0 |
| Kitchen Appliance | 0 | 0 |
| **GRAND TOTAL** | **1** | **7** |

**INVOICE DETAILS**

| Category | Count | Amount |
|---|---|---|
| Linen Hire | 31 | £7,801.53 |
| Turnover pack | 1 | £14,124.00 |
| Laundry Only | 1 | £40.80 |
| Purchase | 2 | £502.80 |
| Housekeeping | 4 | £515.46 |
| Cleaning Services | 1 | £173.40 |
| Damage Charge | 0 | £0.00 |
| **Total** | **40** | **£23,157.99** |

***DMC - £1,4333.4***
**LHS (Other clients) - *£8,824.59***

## ORDERS DELIVERED

| Category | Order Quantity |
|---|---|
| Linen Hire | 38 |
| Laundry Only | 3 |
| Cleaning Services | 0 |
| Housekeeping | 2 |
| **Total** | **43** |
| **Clients 21** | |

## LEADS RECEIVED DURING THE WEEK

| Category | Total Leads |
|---|---|
| Linen Hire | 0 |
| Purchase | 0 |
| Housekeeping | 1 |
| Laundry | 1 |
| Invalid Query | 4 |
| **GRAND TOTAL** | **6** |
| ***Self-sourced leads - 1*** | |

**TENTATIVE SCHEDULE FOR NEXT WEEK (20/10/2025 – 26/10/2025)**

| Company Name | Order Ref | Delivery Address | Order Description |
|---|---|---|---|
| Linden House Hotel | INV-003066 | 4-6 Sussex Pl, Tyburnia, London W2 2TP | %100 Cotton |
| Notting Hill Hotel | INV-003069 | 7 Clanricarde Gardens W2 4JJ | %100 Cotton |
| Magic Stay London | INV-003089 | Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN | Sets |
| Magic Stay London | INV-003089 | 122 Sussex Gardens,Tyburnia, London, W2 1UB | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| London Holiday Rental | INV-003088 | 124 Mile End Road, E1 4UN | Itemised |
| Shahbaz Iqbal | INV-003060 | Flat 5, 36 Green Street, London W1K 7FH | Sets |
| Afaad Properties | INV-003058 | Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE | Sets |
| Voyage Stay | INV-003073 | 9 Wigmore Place, W1U2LS | Sets |
| Building Clean London | INV-003087 | 244 Wimbledon Park Road SW18 5RL | Sets |
| Building Clean London | INV-003085 | 57-59 Philbeach Gardens, SW5 9EE | Sets |
| Kiyora Spa | - | 97 Old Brompton Road, Kensington, SW7 3LD | Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services |
| Key Bridge Limited | INV-002961 | 77 Tapping The Admiral Castle Road, London NW1 8SU | Sets |

| | | | |
|---|---|---|---|
| Perfect Touch | INV-003076 | 47 High Street, Edgware, HA8 7DD | Sets |
| YBB Rent | INV-003063 | Flat 6, 189b High Road Willesden London NW10 2SD | Itemised |
| Messiah Properties | INV-003065 | Flat 1, 26 Lupus Street SWIV 3DZ | %100 Cotton (5x Toiletry Kits) |
| Pankhurst | - | Pankhurst London at Thom Sweeney House, 24C Burlington Street, Mayfair, W1S 3AU | Laundry |
| Art of Smile | INV-003084 | 2 Gladstone Park Gardens, NW2 6JU | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| Art of Smile | INV-003084 | 84 Harlesden Road, NW10 2BE | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| Art of Smile | INV-003084 | 140 Clitterhouse Cress, NW2 1DA | Polycotton sets in (x2 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| Linden House Hotel | INV-003067 | 4-6 Sussex Pl, Tyburnia, London W2 2TP | %100 Cotton |
| Notting Hill Hotel | INV-003070 | 7 Clanricarde Gardens W2 4JJ | %100 Cotton |
| Voyage Stay | INV-003074 | Fla1, 80A St.Johns Wood High Street, NW8 7SH | Sets |
| La Bibliotheque | INV-003090 | La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL | Itemised |
| Danish Ahmad | INV-003079 | 254A Gloucester Terrace W2 6HU | Sets |
| Danish Ahmad | INV-003077 | 29 Warple Way, Acton, W3 0RX | Sets |
| Danish Ahmad | INV-003078 | 38 Askew Road W12 9BH | Sets |
| Seeker Estates Ltd | INV-003081 | Self Storage Concierge, Wallace Court, 300-308 Old Marylebone Rd, London, NW1 5RH | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) |
| Building Clean London | INV-003086 | 174 Tooting High Street, SW17 0RT | Sets |

| | | | |
|---|---|---|---|
| Pam Nash | INV-003080 | 18 Dunloe Avenue, London, N17 6LA | Itemised |
| Magic Stay London | INV-003089 | 122 Sussex Gardens,Tyburnia, London, W2 1UB | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) |
| Magic Stay London | INV-003089 | Safe Store, Self-Storage, Water Gardens, Burwood Place, Paddington, London, W2 2HN | Sets |
| Nawsa Properties | INV-003064 | Flat 4 steel back house, 102 Renwick Road, Barking IG11 0PE | Sets |
| Lawrence Nicol | INV-003062 | 63 Harold Estate, Pages Walk, London SE1 4HW | Itemised |
| Tibor Matta | INV-003072 | 38 Wansey Street, London, SE17 1JP, | 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-003068 | 4-6 Sussex Pl, Tyburnia, London W2 2TP | %100 Cotton |
| Notting Hill Hotel | INV-003071 | 7 Clanricarde Gardens W2 4JJ | %100 Cotton |
| Seeker Estates Ltd | INV-003082 | 10 Upper Montagu Street W1H 2PB | Polycotton sets in (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT, x1 BM) |
| Afaad Properties | INV-003059 | Flat 1 lavender HSE, Dairy Farm Place, Queens Rd, London SE15 2NE | Sets |
| London Urban Escape | INV-003061 | 14 Camden High Street, NW1 0JH | Sets |
| London Urban Escape | INV-003061 | 1 Westbourne Crescent, W2 3DB | Sets |
| Key Bridge Limited | INV-003075 | 77 Tapping The Admiral Castle Road, London NW1 8SU | Sets |
| Messiah Properties | INV-003083 | Flat 1, 43 Grafton Way, W1T 5DG | %100 Cotton (4X Toiletry kit) |

| | | | |
|---|---|---|---|
| Kiyora Spa | TBC | 97 Old Brompton Road, Kensington, SW7 3LD | Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services |