



***Kitchen Nightmares for the autoshop –
from grease pit to goldmine***

The Show

With hundreds of thousands of autoshops in operation across the U.S. the auto repair industry rakes in a combined revenue of nearly \$100 billion dollars. Break checks, oil changes, clunky transmissions are just some of the issues that drive thousands of people everyday to entrust their vehicles to the local auto shop.

Not all shops are created equal. It's a very competitive market and for each successful autoshop out there, dozens will fail, often wiping out a family's savings.

For some failing shops there is hope...and his name is Jeff Alon.

Jeff

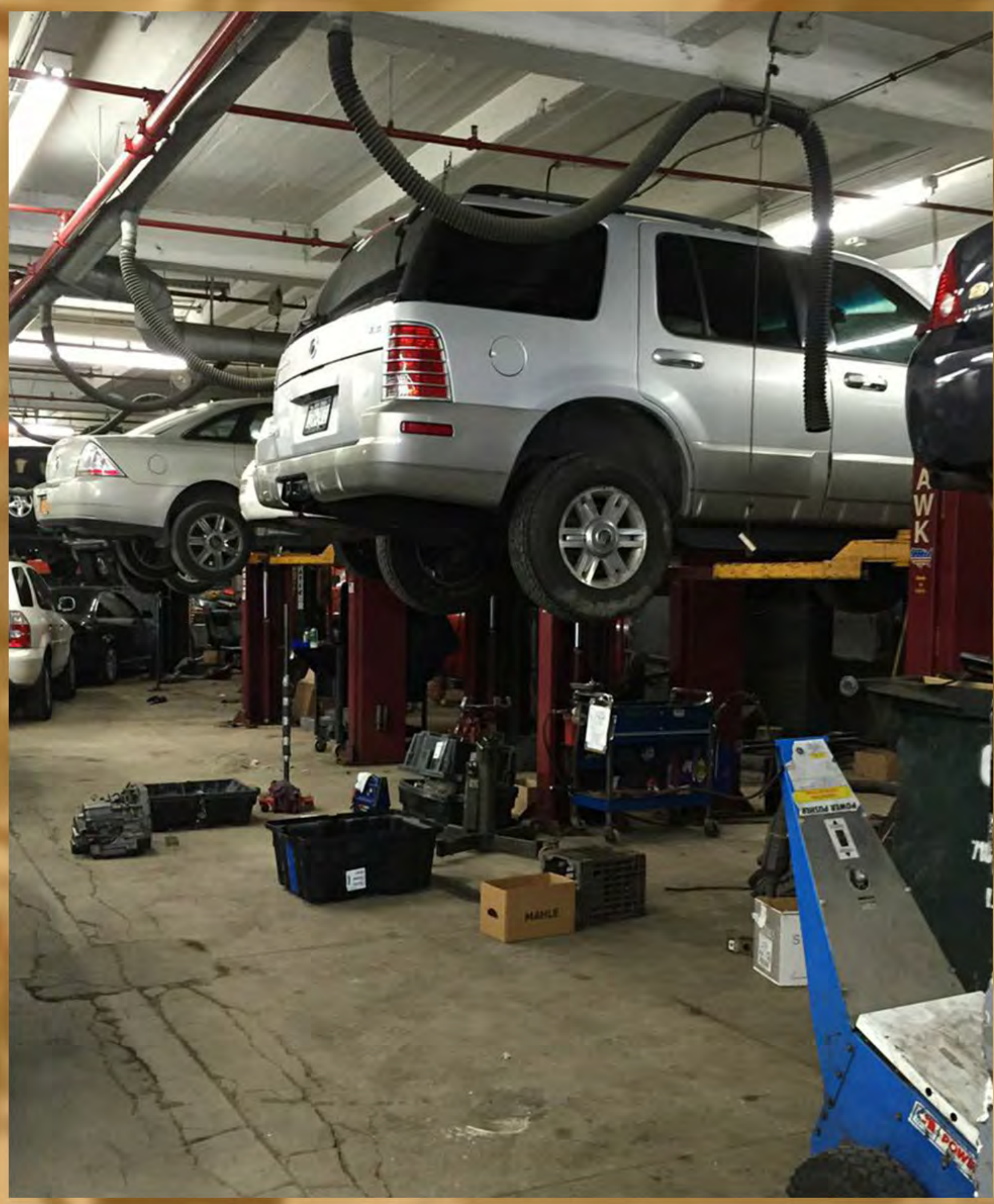


Jeff Alon has been rescuing floundering auto repair shops for decades. Known among the industry as “a fixer”, Jeff often works against the clock to save a dying shop. With small fortunes and livelihoods at stake, it often requires Jeff to employ drastic and unorthodox measures.

A born salesman and trained mechanic Jeff has worked for years turning around struggling transmission repair shops. More than just making sure the shop does decent auto work, he must whip the employees into shape: training them how to answer the phones, teaching them to make customers feel at ease, dressing like pros and not grease monkeys...all the while keeping the shop running smoothly and profitably. This is about more than survival it's about making changes which will allow the shops to thrive and never lookback.

In most cases, Jeff must decide if the employees are up for the transformation challenge, he'll give them a fair chance to step up. If they can't make the grade he'll have to cut them loose.

His Way



Jeff's methods are as hands-on as you can get. He takes on every single job at a shop the way they do it, to see exactly where the problems exist. He'll review their process then execute it "his way", providing real proof that "his way" gets results.

With his team of experts Andy Randazzo - *marketing guru*, *finance wizard* Rick Koller and *design master* Martin Clements at his side, Jeff tackles every aspect of the business to transform a shop from grease pit to goldmine.

If Jeff can't turn a shop around, nobody can.

The Grit



Each episode will feature a new failing auto repair shop in desperate need of Jeff's intervention. Jeff will spend time analyzing the workers and procedures, from the guys on the floor to the people in the office. He'll identify their problems and then work with his team to come up with a shop saving plan.

The real question is...can the shop step up to save itself? Can the shop owners and staff handle the truth? Can they change or is it too late for the shop to be saved? Will the staff work with Jeff and his team or are they too set in their ways?

Each episode will conclude with Jeff's thoughts on the future of the shop. Does he see them becoming a successful business or are they destined to become one of the many casualties in the auto repair industry.

The Team



Jeff (The Fixer)

Jeff began his career in the aftermarket automotive service industry at the age of 16 at Dr Nicks transmissions on Bay Parkway in Brooklyn NY, that's where his journey began.

Jeff moved into management developing his skillset. In his first staff management job he increased sales from 3,000 a week to 15,000 a week in just 6 months.

That was just the start. With incredible credentials and a passion for the automotive industry Jeff opened JHA consulting, and started working with different shops on a consulting level to help them be more successful then they could ever have dreamed.

Jeff has a core team of go to guys that he enlists for specialist help when the job requires it. They are...

The Team



Andy Randazzo (Marketing Guru)

Andy has developed innovative advertising campaigns and creative solutions for clients which include numerous household brands.

Now Andy is teaming up with Jeff to take the skills which helped major companies to thrive and using them to turnaround struggling auto shops.



Rick Koller (Finance Wizard)

For the last 25 years Rick Koller has built a resume in providing advice around financial matters, personnel management and business operations.

It's Rick Koller's extensive financial training and experience which allow him to help Jeff turn a failing autoshop into a goldmine.



Martin Clements (Design Master)

Martin Clements was born in England and grew up in North London. Martin was Adjunct Professor at NYIT and taught painting, photography and printmaking.

When a shop needs a construction or branding makeover, Martin is the guy that Jeff brings in to give the shop and its marketing materials a visual facelift.

SOS



Save Our Shop takes you behind the scenes in an industry which impacts all of us. In trying to save these shops and rescue livelihoods Jeff and his team will encounter all kinds of characters and difficulties they've never tackled before. Will the staff at the shops work with him or fight him at every stage? Along the way the people Jeff meets will have to face their own challenges head on to turn their business around or risk losing everything.

IKA COLLECTIVE

15 E 32nd St. 10th fl,
New York, 10016
Tel: (212) 246-4634

We create ideas and transform them into clickable, likeable, shareable video content across all screens and platforms. IKA is an award-winning collective of filmmakers, editors, writers, designers, and composers.

For over 25 years, the most powerful brands have come to us to tell their stories, engage audiences, and get results.

Let's tell your story.