

Transforming Halfords

Halfords is a good business with a really clear strategic framework in place. However, there is some repositioning necessary to move Halfords from being good to being great. Our single most important objective is to drive profitable sales growth over the medium and long-term, and to do this through leveraging our expertise.

Over the next three years we shall be delivering a programme to make Halfords great!

This programme – *Getting Into Gear 2016* – is specifically designed to drive profitable top line growth and will transform Halfords.



