



Core Competencies

Our organization's areas of greatest expertise. They are those strategically important capabilities that are central to fulfilling our mission, provide an advantage in our marketplace and are challenging for competitors to imitate.

We claim the following core competencies:

1. Customer satisfaction & engagement
2. Frequent, engaging, relevant promotions
3. New product acquisition (First to Market strategy)
4. Super-fast, low-cost shipping (Nitro Express)
5. Our founder, Larry Potterfield, serves as a likeable, approachable industry expert who engages our Customers
6. Role model supporters of our key communities
7. Supplier & Partner relationship management
8. Supply chain management
9. Product selection (Just About Everything strategy)
10. Employee satisfaction & engagement
11. Business administration
12. Financial management
13. Strategic planning, execution and agility
14. Website development and management
15. Innovation and continuous improvement
16. Information systems, data management and business intelligence

We are working to build the following core competencies:

1. Rapid market share gain within Hunting, Fishing, Clothing, Footwear and Camping categories