



2018 Operational Goals

Operational Goals represent the short-term results of our operations. Our strategy is to achieve our Operational Goals by meeting or exceeding the key requirements of our key Stakeholders. Achieving our Operational Goals is how we determine short-term success.

#1 Customer Satisfaction: 90-95%

1. Competitive product pricing
2. Low-cost shipping
3. Product selection
4. Fast shipping and delivery
5. In-stock products
6. Accurate, intact shipments
7. Easy to do business with
8. MidwayUSA's support of the 2nd Amendment and the shooting sports industry
9. Ease of finding what you're looking for using "search"
10. Extremely helpful product information
11. Fast, feature-rich, user-friendly website
12. Timely and exciting promotions



Revised by Customers August 31, 2017

#2 Employee Satisfaction & Engagement: 80-85%

1. Competitive salary for my position
2. Advancement opportunities and growth within my position
3. Appropriate amount of work and time away from work for my position
4. Competitive benefits
5. Continuous learning, training and development
6. The right tools and support to do my job
7. Clear, effective, candid, two-way communication
8. Relationship with my coworkers, supervisor, manager, and senior leaders
9. Meaningful, challenging, and satisfying job assignments
10. Input into decision-making
11. Leaders and coworkers whose actions align with our Values and Culture
12. Safe, comfortable work environment
13. Organizational sustainability and growth
14. Rewards, recognition and esprit de corps



Revised by Employees August 9, 2017

#3 Supplier & Partner Satisfaction: 90-95%

1. Friendly, courteous, respectful, ethical relationship
2. Candid two-way communication
3. Easy to do business with
4. Timely payment
5. Support of product line (breadth and depth of offering)
6. Accurate payments
7. Marketing exposure



Revised by Suppliers & Partners September 7, 2017

#4 Shareholder Satisfaction: 95-100%

1. Grow the value of the Company through Customer acquisition and retention
2. Grow the value of the Company through growth in gross sales
3. Grow the value of the Company through growth in net income
4. Increase market share
5. Timely payment of earnings
6. Inventory management
7. Support the NRA and 2nd Amendment
8. Key community support
9. Receive Malcolm Baldrige National Quality Award
10. Legal, ethical, and regulatory compliance
11. Continuous innovation through strategic plan execution
12. Continuous improvement in productivity and efficiency



Approved by the Board of Directors November 27, 2017

*Individual Stakeholder Key Requirement results are reported on our Company Scorecard.

Key Stakeholders and Operational Goals approved by the Board of Directors May 16, 2018