



# 2017 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 - 94%

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



Revised by Customers August 22, 2016

## #2 Employee Satisfaction & Engagement- 84%

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. Relationship with my coworkers, supervisor, manager, and senior leaders
8. Clear, effective, candid, two-way communication
9. Meaningful, challenging, and satisfying job assignment(s)
10. Organizational sustainability and growth
11. Safe, comfortable work environment
12. Leaders and coworkers whose actions align with our Values and Culture
13. Input into decision-making
14. Rewards and recognition



Revised by Employees August 9, 2016

## #3 Supplier & Partner Satisfaction - 92%

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



Revised by Suppliers & Partners September 6, 2016

## #4 Shareholder Satisfaction - 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. Support the NRA and 2nd Amendment
7. Key community support
8. Receive Malcolm Baldrige National Quality Award
9. Legal, ethical, and regulatory compliance
10. Continuous innovation through strategic plan execution
11. Continuous improvement in productivity and efficiency



Approved by the Board of Directors November 21, 2016