



Value Propositions

Value propositions capture the benefits our Stakeholders receive from us. It is why they would recommend us to others.

Customer Value Proposition

We offer Just About Everything® for Shooting, Hunting and the Outdoors; we have competitive product pricing and frequent, engaging, relevant promotions; our Nitro Express Shipping® provides super-fast, low-cost shipping; we are easy to do business with; our founder, Larry Potterfield, serves as a likeable, approachable industry expert who engages our Customers; and we are role model supporters of the National Rifle Association, 2nd Amendment, shooting sports industry and key conservation groups, generously supporting these key communities.

Employee Value Proposition

Employees are our #2 key stakeholder. We place a high priority on satisfied and engaged Employees and strive to make MidwayUSA a great place to work by meeting and exceeding our Employee's key requirements (see Operational Goals). In addition to accommodating these requirements, we offer the following value proposition to our Employees.

We are a family-owned business with a strong culture of treating Employees like family; we have received the Baldrige Award recognizing us as one of the best-run businesses in America; we are an integrated team who enjoys working together and serving Customers; we are passionately engaged in the shooting sports and are role model supporters of our key communities.

Supplier & Partner Value Proposition

Our Suppliers & Partners are extremely important Stakeholders. They are our partners and friends. We treat Suppliers & Partners exactly how we want to be treated and maintain friendly, courteous, respectful, ethical relationships with them. We want them to think of MidwayUSA as their favorite Customer. We achieve this by making timely payments, being easy to do business with, supporting our Supplier's product line including new product launches, providing marketing exposure, participating in social activities with Suppliers when at trade shows, participating in industry activities with Suppliers when appropriate and visiting their facilities when possible.

Approved by the President & CEO
March 30, 2021