



2019 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. In stock products
5. MidwayUSA's support of the 2nd Amendment and the shooting sports industry
6. Fast shipping and delivery
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 15, 2018

#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. Leaders and coworkers whose actions align with our Values and Culture
11. Safe, comfortable work environment
12. Organizational sustainability and growth
13. Input into decision-making
14. Rewards, recognition and esprit de corps



Revised by Employees February 13, 2018

#3 Supplier & Partner Satisfaction: 90-95%

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



Revised by Suppliers & Partners September 21, 2018

#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 29, 2018