



2022 Operational Goals

Operational Goals are how we determine success now and in the future. Our strategy is to achieve our Operational Goals by meeting or exceeding our Stakeholders' key requirements.

#1 Customer Satisfaction & Engagement: 90-95%

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



Revised by Customers August 26, 2021

#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. Continuous learning, training and development
5. Safe, comfortable work environment
6. Clear, effective, candid, two-way communication
7. The right tools and support to do my job
8. Relationship with my coworkers, supervisor, manager, and senior leaders
9. Competitive benefits
10. Leaders and coworkers whose actions align with our Values and Culture
11. Meaningful, challenging, and satisfying job assignment(s)
12. Organizational sustainability and growth
13. Rewards, recognition and esprit de corps
14. Input into decision-making



Revised by Employees April 13, 2021

#3 Supplier & Partner Satisfaction: 90-95%

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



Revised by Suppliers & Partners September 17, 2021

#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 key communities
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, efficiency and quality



Approved by the Board of Directors November 30, 2021