



2025 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. Low-cost shipping
3. Product selection
4. In stock products
5. Accurate, intact shipments
6. Super-fast shipping and delivery
7. Ease of finding what you're looking for
8. Easy to do business with
9. MidwayUSA's support of the NRA, 2nd Amendment, shooting sports industry, and key conservation groups
10. Fast, feature-rich, user-friendly website
11. Extremely helpful product information
12. Frequent, engaging, relevant promotions

Key Requirements

Revised by Customers October 4, 2024

#2 Employee Satisfaction & Engagement: 80-85%

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

Key Requirements

Revised by Employees June 12, 2024

#3 Supplier & Partner Satisfaction: 90-95%

1. Timely payment
2. Accurate payment

Key Requirements

#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. Gross margin percent
4. Grow the value of the Company through growth in net income
5. Percent of sales from product promotions
6. Percent of net sales budgeted for advertising
7. Timely payment of earnings
8. Inventory management
9. Key community support
10. Legal, ethical, and regulatory compliance
11. Continuous innovation through strategic plan execution
12. Continuous improvement in productivity, efficiency, and quality

Key Requirements

Revised by the Board of Directors March 14, 2025