



Mission Statement

Vision

Our desired future state

To be the best-run business in America, and the most successful, most respected business in our industry, for the benefit of our Customers.

Purpose

Why we exist

To be a role-model organization for America and to maximize the long-term value of the organization for our Shareholders, by meeting or exceeding our operational and long-term goals.

Mission

What we do

We are an internet retailer of shooting, hunting and outdoor products relying on high-performing, industry-engaged Employees who share our Values, align with our Culture, and have a passion for serving our Customers.

Values

The non-negotiable family principles that guide us

- Honesty
- Integrity
- Humility
- Respect for others
- Teamwork
- Positive attitude
- Accountability
- Stewardship
- Loyalty