



Company Goals

Our Company Goals are to satisfy each stakeholder by meeting or exceeding their key requirements. Achieving our Company Goals is how we determine success.

#1 Customer Satisfaction

Customer Key Requirements

1. Competitive product pricing
2. Accurate, intact shipments
3. Fast shipping and delivery
4. In-stock products
5. Low-cost shipping
6. Product selection
7. Clear, detailed product information, how-to information and buying guides
8. Friendly, courteous, respectful, ethical service
9. Customer-friendly policies
10. MidwayUSA's support of the 2nd Amendment and the shooting sports industry
11. Fast, feature-rich, user-friendly website
12. High quality flyers, catalogs, eblasts and email communication

Revised by Customers March 7, 2011

#2 Employee Satisfaction

Employee Key Requirements

1. Good salary
2. Work-life balance
3. Job security
4. The right tools and support to do my job
5. Good benefits
6. Advancement opportunities
7. Clear communication of goals, expectations and direction by management
8. Opportunities to utilize my knowledge, skills and abilities in my job
9. Friendly, courteous, respectful, ethical environment
10. Decision-making authority in my job

Revised by Employees April 8, 2011

#3 Vendor Satisfaction

Vendor Key Requirements

1. Friendly, courteous, respectful, ethical relationship
2. Easy to do business with
3. Timely payment
4. Candid two-way communication

#4 Shareholder Satisfaction

Shareholder Key Requirements

1. Grow the business
2. Net income
3. Timely payment of earnings
4. Support the NRA and 2nd Amendment
5. Key community support
6. Receive Malcolm Baldrige National Quality Award
7. Legal, ethical, and regulatory compliance
8. Continuous improvement through strategic plan execution
9. Continuous improvement in productivity

Revised by Shareholders July 25, 2011