



Leading with Customer-Focused Excellence

MidwayUSA
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About MidwayUSA

- Family-owned
- Established in 1977
- 1,600 square foot gun shop
- Located in Columbia, MO






About MidwayUSA

- Internet retailer of shooting, hunting and outdoor products
- 264,000 square feet
- 460 Employees
- 1.2 million Customers



Midway Vision

Vision
Our desired future state
 To be the best-run, most respected business in America, for the benefit of our Customers.





Midway Baldrige and MidwayUSA

- 2004 – a small initiative starts
- 2006 – a GRAND challenge is issued
- 2009 – 1st Malcolm Baldrige National Quality Award
- 2015 – 2nd Malcolm Baldrige National Quality Award
- 2016 and beyond – continuous pursuit of performance excellence through Baldrige framework




Midway Focus on the Customer

- Measuring Customer satisfaction
- Identifying Customer key requirements
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- Voice of the Customer process

Midway Focus on the Customer

2016 Operational Goals

- Identifying Customer key requirements

#1 Customer Satisfaction - 94%

Key Requirements

1. Competitive product pricing
2. Low-cost shipping
3. Product selection
4. In-stock products
5. Fast shipping and delivery
6. Accurate, instant shipments
7. MidwayUSA's support of the 2nd Amendment and the shooting sports industry
8. Easy to do business with
9. Ease of finding what you're looking for using "search"
10. Extremely helpful product information
11. Fast, feature-rich, user-friendly website
12. Timely and exciting promotions

Retired by Customers August 30, 2015

Midway Focus on the Customer

- Measuring key requirements

COMPANY SCORECARD

| MEASURE | YTD ACTUAL | YTD GOAL |
|---|------------|----------|
| Customer Satisfaction | 93.6% | 94.0% |
| Competitive Product Pricing | 86.7% | 89.2% |
| Prices Relative to Other Online Retailers (CPI) | 86.7% | 89.2% |
| Competitive Pricing Index | 98.3 | 95-105 |
| Low-Cost Shipping | 77.0% | 83.1% |
| Shipping Charges (CSP) | 77.9% | 83.3% |
| Average Shipping Charge per Order - Customer | \$7.70 | \$8.40 |
| In Stock Products | 93.6% | 95.1% |
| Product Availability (CSP) | 93.6% | 95.1% |
| In Stock Rate | 83.8% | 83.0% |

Midway Focus on the Customer

- Voice of the Customer process

When You Talk, You Are Only Repeating What You Already Know. But If You Listen, You May Learn Something New.

— Dalai Lama
