



# BRAND OWNERS

M A N U A L

**TSC TRACTOR  
SUPPLY CO.**

**FOR LIFE OUT HERE™**



*Guaranteed New Parts!*



“

*When I say ‘Thanks’ to a customer,  
I mean it. I look them in the eye, and  
let them know I appreciate the fact that  
they chose to spend their money with us.*

– TEAM MEMBER 20 YEARS

”



## A promise to ourselves

In the same way that Tractor Supply Co. products help people live Life Out Here, our **Mission** and **Values** help us build a strong business and culture in here. They motivate and inspire team members while giving the organization a unified focus for the future.

### TSC TRACTOR SUPPLY CO. MISSION

*To work hard, have fun and  
make money by providing  
legendary service and great  
products at everyday low prices.*

#### OUR BUSINESS:

We are committed to be the most dependable supplier of basic maintenance products to farm, ranch and rural customers.

#### OUR PEOPLE:

We value honesty, integrity, mutual respect and teamwork above all else.  
We are an open company where everyone has the information and tools to grow and excel.  
We encourage risk taking, celebrate initiative and reward success.

#### OUR STAKEHOLDERS:

We are a growth company.  
We consistently grow sales and profits by continuous improvement throughout the company.

### TSC TRACTOR SUPPLY CO. VALUES

#### ETHICS

Do the “right thing” and always encourage others to do the right, honest and ethical things.

#### RESPECT

Treat others with the same personal and professional consideration we expect for ourselves.

#### BALANCE

Manage your time for both business and personal success.

#### WINNING ATTITUDE

Have a “can-do” attitude. Be positive, upbeat, and focused.  
We are winners!

#### COMMUNICATION

Share information, ask questions, listen effectively, speak thoughtfully, and let ideas live.

#### DEVELOPMENT

Learn from each other. Teach, coach, and listen. Create an environment where everyone can be a “star”.

#### TEAMWORK

Value different viewpoints. Execute the agreed-upon plans.  
Together, everyone achieves more!

#### CHANGE

Accept it. Embrace it. Initiate it. Do everything better, faster, and cheaper.

#### INITIATIVE

Seek opportunities. Use good judgement.  
Take intelligent risks. Champion ideas.

#### ACCOUNTABILITY

Know your responsibilities. Live up to your commitments.

Our values are deeply rooted and guide us in how we live the brand internally. As we take our brand to our customers this book is a reflection of how you bring it to life. That’s what this book is all about.



“

*Ranching is not a nine-to-five job.  
It is nice to know that when I need  
feed or supplies or have a question,  
Tractor Supply Co. will be there.*

– TSC CUSTOMER

”



#### ABOUT YOUR BRAND OWNER'S MANUAL



## We're Tractor Supply Co.

We don't sell tractors.  
We do sell pretty much everything else for Life Out Here.  
Important things. Essential things. Fun things.  
But we're so much more than what we sell.  
We equip a way of life we respect, love and often live ourselves.  
Not with just the right product, but also with the right answers.  
Offering straightforward, seasoned advice  
with a can-do attitude and service leadership.  
That's why at Tractor Supply Co., you'll work with Team Members, not associates.  
And be backed by a Store Support Center, not held back by a headquarters.

**THAT'S HOW WE OPERATE.**



## WHERE WE'VE BEEN

# The legend behind our legendary service

In 1938, TSC started as a mail-order farm supply company on the dining room table of Charles Schmidt. But it was an unsigned check from a customer and Tractor Supply's commitment to making sure the farmer had the parts he needed for harvest anyway that created the legend. We've evolved over time, but time hasn't changed one thing – our passion for doing whatever it takes.



1960s

Product focus on tractor parts and serving the farmer



1980s

Product assortment expanding out from farm-only supplies

WHERE AMERICA'S FARMERS & RANCHERS SHOP

Serving the rural lifestyle from 1 acre to 1,000

1990s

Brand tone begins speaking to the rural lifestyle and introduces George Strait and John Lyons as spokesmen

THE STUFF YOU  
NEED OUT HERE

2003

Brand refocuses on the product that relates to the lifestyle

TSC TRACTOR SUPPLY CO. | FOR LIFE OUT HERE

2010

Brand voice reconnects with the passion that drives customers who love Life Out Here

“

**Tractor Supply empowers each and every one of us to do ‘Whatever it takes.’ It is not just a slogan.**

– TEAM MEMBER 3 YEARS

”







WHO CAME UP WITH THIS MANUAL?

# YOU DID.

Because who knows our brand better than the people who deliver it every day? Through in-depth interviews and surveys, Team Members along with our customers were asked to share their thoughts about the Tractor Supply Co. brand. What makes us who we are and what makes us stand apart from our competition? We dug deep. Listened hard. And this is what you told us.

“

*Our customers are hands-on, and their livelihoods often require that they maintain and repair their own equipment and property. They respect others who take care of themselves and their families, and appreciate a company that supports them in this way.*

– TEAM MEMBER 4 YEARS

”





## THE TRACTOR SUPPLY CO. BRAND PROMISE

# “Whatever it takes for Life Out Here.”

### THE PARTS OF OUR BRAND

Our brand is more than a logo. Our brand is a promise. And we take delivering on our promise seriously because our customers rely on us. After all, they are depending on Tractor Supply Co. to help them live Life Out Here. That's why we work a little harder and go a little further than others might. And just as the parts of a tractor work together to make a reliable machine, the parts of our Tractor Supply Co. brand work together to deliver on our promise.

### HOW WE DELIVER ON THE PROMISE

We're Knowledgeable

We're Trustworthy

We're Genuine

We're Hardworking

We're Dependable

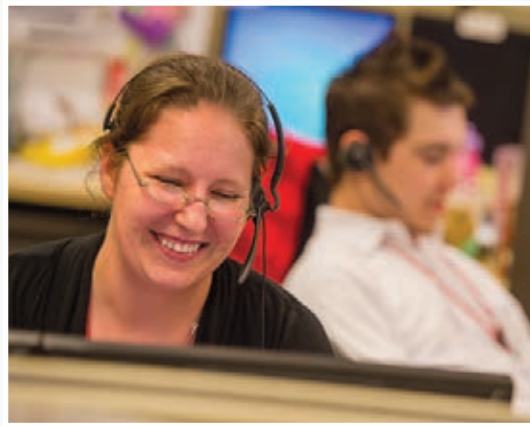
We're Community-focused





# Knowledgeable

We really know our stuff – and we are always working to know it even better. Because it takes a lot of smarts to get our products into the hands of our customers – and then show them what to do with them. Book smarts. Street smarts. Farm smarts. All kinds of smarts. We use that know-how to solve problems practically and helpfully.



“

***I love being able to go into the store and simply tell one of the Team Members what my problem is and having them take me right to what I need. Then they explain in detail how to fix the issue.***

**– TSC CUSTOMER**

”







“

*‘Satisfaction  
Guaranteed’ is not  
just a sales pitch,  
but a way of life at  
Tractor Supply Co.*

— TEAM MEMBER 6 YEARS

”

## Trustworthy

By listening, working together and focusing on practical solutions, this is how we earn the trust of our customers, our suppliers and each other, each and every day. And while we pride ourselves on providing the right tools for the job, we also know that some items are never for sale. Our values and integrity are things we'll never compromise.





## Genuine

Tractor Supply Co. and our Team Members are the real deal. We don't have to get back to our roots, because we never left. Staying true to who we are and who we serve. Doing a job right because that's the only way to do it. And feeling free to speak up for ourselves and our customers because we're empowered to stand behind every word.

“

*When I think of Tractor Supply Co.,  
I think of equipment that is meant to  
withstand the tough life of farming; it's  
not glitzy, or pretty or shiny, but it gets  
the job done and, at the end of the day,  
it's still ready for more.*

– TSC CUSTOMER

”



“

*TSC is made up of a lot of  
hardworking people who  
serve hardworking people.*

– TEAM MEMBER 1 YEAR

”

## Hardworking

We all work for our customers. That's why we go the extra mile, just like they do. Coming in early. Staying late. Raising our hands when it comes time to lend a hand because we know that teamwork makes hard work easier. So whether the truck we're helping load has 18 wheels or four, it's all in a day's work at Tractor Supply Co.







## Dependable

Our customers know they can depend on us to have just the stuff they need for Life Out Here. But they also know they can count on us to do the right thing. Answering questions. Keeping trucks moving and shelves stocked. Even dropping off a bag of feed to tide a customer over. That's why, over the years, our customers have come to rely on Tractor Supply Co.



“

***Tractor Supply is one of the few stores that still has the old country feel to it. Team members are ready to help and have personal experiences. It shows the way things should be.***

**- TSC CUSTOMER**

”

Guaranteed New Parts!



# Community-focused

What's a community? It's not just about an address. It's about a passion for embracing the lifestyle. So while we have the resources of thousands of Team Members nationwide, we consider ourselves neighborhood stores. And, like any true neighbor, we go to great lengths to help out in any way we can. From supporting 4-H and FFA to finding homes for shelter pets, we're making a difference on the things our customers care about the most.



*We have a responsibility to the communities we serve, whether it is something as simple as being in stock when a customer needs something or being there in a crisis when the whole community needs us most.*

— TEAM MEMBER 22 YEARS



## MAINTENANCE OF OUR BRAND

Our customers have choices. Lots of choices. We want them to choose Tractor Supply Co. every time. That means giving them something they can't get anywhere else. That something is you. Your experience. Your attitude. Your hard work. Your commitment. You are the Tractor Supply Co. brand. So, while we may not all wear the red vest, we all stand behind it. Maybe that's why so many trips to town begin with the thought,

**"I'll bet Tractor Supply will have it."**



“

*When people ask  
me where I work,  
I stand a little  
taller and say,  
'Tractor Supply!'  
I think I speak  
for everyone here  
when I say that.*

— TEAM MEMBER  
12 YEARS

”





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## **ACCOUNTABILITY**

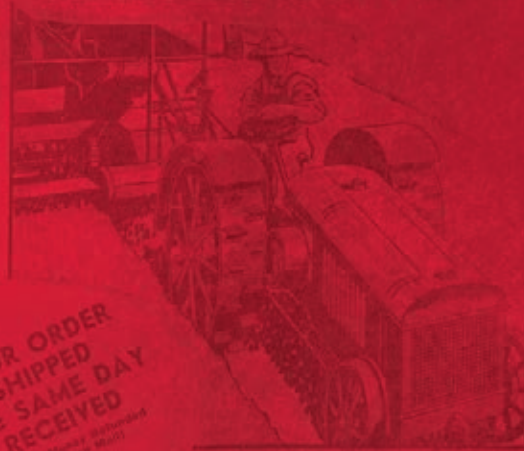
Know your responsibilities. Live up to your commitments.



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YOU BUY FROM  
TRACTOR SUPPLY



YOUR ORDER  
SHIPPED  
THE SAME DAY  
RECEIVED  
or Your Money Returned  
By Return Mail

**TRACTOR SUPPLY CO.**

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MINOT, N. DAK.

*Farm Stores Serve the Nation*

See Pages 128 & 129 For Address Of Your Nearest Store

80

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OMAHA, NEB.

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