

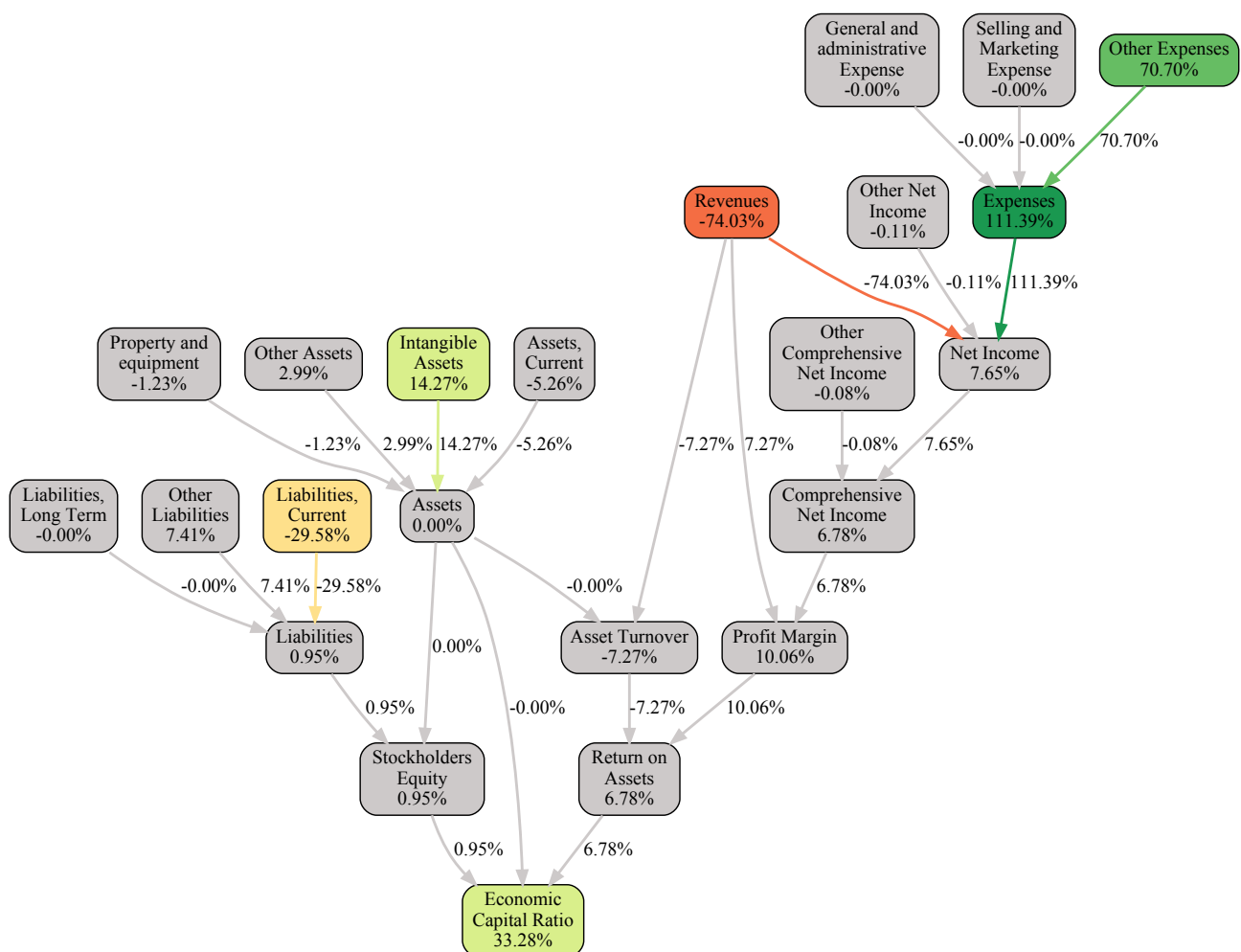


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# FOOD AND KINDRED PRODUCTS 2018



KELLOGG CO  
Rank 10 of 27



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## KELLOGG CO Rank 10 of 27

The relative strengths and weaknesses of KELLOGG CO are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of KELLOGG CO compared to the market average is the variable Expenses, increasing the Economic Capital Ratio by 111% points. The greatest weakness of KELLOGG CO is the variable Revenues, reducing the Economic Capital Ratio by 74% points.

The company's Economic Capital Ratio, given in the ranking table, is 193%, being 33% points above the market average of 160%.

Input Variable	Value in 1000 USD
Assets, Current	3,036,000
General and administrative Expense	0
Intangible Assets	8,143,000
Liabilities, Current	4,479,000
Liabilities, Long Term	0
Other Assets	1,455,000
Other Comprehensive Net Income	0
Other Expenses	11,645,000
Other Liabilities	0
Other Net Income	-9,000
Property and equipment	3,716,000
Revenues	12,923,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Expenses	11,645,000
Assets	16,350,000
Liabilities	4,479,000
Stockholders Equity	11,871,000
Net Income	1,269,000
Comprehensive Net Income	1,269,000
Asset Turnover	79%
Profit Margin	9.8%
Return on Assets	7.8%
Economic Capital Ratio	193%

