



The relative strengths and weaknesses of General Mills INC 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 General Mills INC compared to the market average is the variable Expenses, increasing the Economic Capital Ratio by 18% points. The greatest weakness of General Mills INC is the variable Liabilities, reducing the Economic Capital Ratio by 23% points.

The company's Economic Capital Ratio, given in the ranking table, is 157%, being 24% points below the market average of 180%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	3,480,000	Assets	17,678,900
General and administrative Expense	0	Liabilities	12,030,900
Intangible Assets	10,307,800	Expenses	13,202,300
Liabilities, Current	3,769,100	Revenues	14,635,600
Liabilities, Long Term	7,387,200	Stockholders Equity	5,648,000
Other Assets	763,400	Net Income	1,535,000
Other Compr. Net Income	0	Comprehensive Net Income	1,535,000
Other Expenses	13,202,300	ECR before Limited Liability	29%
Other Liabilities	874,600	Economic Capital Ratio	157%
Other Net Income	101,700		
Other Revenues	14,635,600		
Property and equipment	3,127,700		
Selling and Marketing Expense	0		