



The relative strengths and weaknesses of Keurig Green Mountain 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 Keurig Green Mountain INC compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 41% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 11% points.

The company's Economic Capital Ratio, given in the ranking table, is 205%, being 38% points above the market average of 167%.

Input Variable	Value in 1000 USD
Assets, Current	1,131,527
General and administrative Expense	187,016
Intangible Assets	1,318,799
Liabilities, Current	471,374
Liabilities, Long Term	0
Other Assets	168,342
Other Compr. Net Income	-12,945
Other Expenses	1,907,177
Other Liabilities	0
Other Net Income	-9,157
Other Revenues	2,651,547
Property and equipment	579,219
Selling and Marketing Expense	348,696

Output Variable	Value in 1000 USD
Assets	3,197,887
Liabilities	471,374
Expenses	2,442,889
Revenues	2,651,547
Stockholders Equity	2,726,513
Net Income	199,501
Comprehensive Net Income	186,556
ECR before Limited Liability	84%
Economic Capital Ratio	205%