



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 23% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 20% points.

The company's Economic Capital Ratio, given in the ranking table, is 152%, being 4.5% points below the market average of 157%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	5,121,300	Assets	30,806,700
General and administrative Expense	0	Liabilities	21,912,600
Intangible Assets	21,019,000	Expenses	15,506,900
Liabilities, Current	7,491,500	Revenues	17,626,600
Liabilities, Long Term	12,474,000	Stockholders Equity	8,894,100
Other Assets	1,085,800	Net Income	2,210,800
Other Compr. Net Income	-318,600	Comprehensive Net Income	1,892,200
Other Expenses	15,506,900	ECR before Limited Liability	24%
Other Liabilities	1,947,100	Economic Capital Ratio	152%
Other Net Income	91,100		
Other Revenues	17,626,600		
Property and equipment	3,580,600		
Selling and Marketing Expense	0		