



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 26% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 16% points.

The company's Economic Capital Ratio, given in the ranking table, is 158%, being 4.0% points below the market average of 162%.

Input Variable	Value in 1000 USD
Assets, Current	5,754,500
General and administrative Expense	0
Intangible Assets	21,213,000
Liabilities, Current	8,265,800
Liabilities, Long Term	11,079,600
Other Assets	1,267,600
Other Compr. Net Income	479,000
Other Expenses	15,845,200
Other Liabilities	2,118,400
Other Net Income	64,200
Other Revenues	18,127,000
Property and equipment	3,606,800
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	31,841,900
Liabilities	21,463,800
Expenses	15,845,200
Revenues	18,127,000
Stockholders Equity	10,378,100
Net Income	2,346,000
Comprehensive Net Income	2,825,000
ECR before Limited Liability	30%
Economic Capital Ratio	158%