



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 30% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 14% points.

The company's Economic Capital Ratio, given in the ranking table, is 161%, being 8.0% points above the market average of 153%.

Input Variable	Value in 1000 USD
Assets, Current	5,089,800
General and administrative Expense	0
Intangible Assets	21,378,400
Liabilities, Current	8,019,900
Liabilities, Long Term	10,063,900
Other Assets	1,228,100
Other Compr. Net Income	431,000
Other Expenses	16,563,600
Other Liabilities	2,218,300
Other Net Income	305,800
Other Revenues	18,992,800
Property and equipment	3,393,800
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	31,090,100
Liabilities	20,302,100
Expenses	16,563,600
Revenues	18,992,800
Stockholders Equity	10,788,000
Net Income	2,735,000
Comprehensive Net Income	3,166,000
ECR before Limited Liability	33%
Economic Capital Ratio	161%