



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 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 157%, being 5.8% points above the market average of 151%.

Input Variable	Value in 1000 USD
Assets, Current	5,176,400
General and administrative Expense	0
Intangible Assets	21,478,800
Liabilities, Current	7,535,700
Liabilities, Long Term	11,105,100
Other Assets	1,160,300
Other Compr. Net Income	-322,100
Other Expenses	18,010,500
Other Liabilities	2,110,900
Other Net Income	525,900
Other Revenues	20,094,200
Property and equipment	3,636,200
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	31,451,700
Liabilities	20,751,700
Expenses	18,010,500
Revenues	20,094,200
Stockholders Equity	10,700,000
Net Income	2,609,600
Comprehensive Net Income	2,287,500
ECR before Limited Liability	29%
Economic Capital Ratio	157%