



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 Liabilities, increasing the Economic Capital Ratio by 24% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 201%, being 22% points above the market average of 179%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	495,269	Assets	1,370,574
General and administrative Expense	100,568	Liabilities	238,055
Intangible Assets	606,421	Expenses	1,277,269
Liabilities, Current	238,055	Revenues	1,356,775
Liabilities, Long Term	0	Stockholders Equity	1,132,519
Other Assets	9,961	Net Income	79,506
Other Compr. Net Income	240	Comprehensive Net Income	79,746
Other Expenses	990,283	BaseVar	2,121,456
Other Liabilities	0	ECR before LimitedLiability	80%
Other Net Income	0	Economic Capital Ratio	201%
Other Revenues	1,356,775		
Property and equipment	258,923		
Selling and Marketing Expense	186,418		