



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 31% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 12% points.

The company's Economic Capital Ratio, given in the ranking table, is 212%, being 42% points above the market average of 170%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,322,956	Assets	3,615,789
General and administrative Expense	219,010	Liabilities	519,987
Intangible Assets	1,306,428	Expenses	3,525,926
Liabilities, Current	519,987	Revenues	3,859,198
Liabilities, Long Term	0	Stockholders Equity	3,095,802
Other Assets	42,109	Net Income	363,500
Other Compr. Net Income	23,903	Comprehensive Net Income	387,403
Other Expenses	2,825,423	BaseVar	5,787,516
Other Liabilities	0	ECR before LimitedLiability	94%
Other Net Income	30,228	Economic Capital Ratio	212%
Other Revenues	3,859,198		
Property and equipment	944,296		
Selling and Marketing Expense	481,493		