



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 Net Income, increasing the Economic Capital Ratio by 42% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 7.8% points.

The company's Economic Capital Ratio, given in the ranking table, is 209%, being 52% points above the market average of 157%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	2,445,520	Assets	4,797,307
General and administrative Expense	307,046	Liabilities	842,988
Intangible Assets	1,121,339	Expenses	4,099,089
Liabilities, Current	842,988	Revenues	4,707,680
Liabilities, Long Term	0	Stockholders Equity	3,954,319
Other Assets	59,023	Net Income	597,414
Other Compr. Net Income	-35,772	Comprehensive Net Income	561,642
Other Expenses	3,230,470	BaseVar	7,247,006
Other Liabilities	0	ECR before LimitedLiability	90%
Other Net Income	-11,177	Economic Capital Ratio	209%
Other Revenues	4,707,680		
Property and equipment	1,171,425		
Selling and Marketing Expense	561,573		