



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
Assets, Current	495,269
General and administrative Expense	100,568
Intangible Assets	606,421
Liabilities, Current	238,055
Liabilities, Long Term	0
Other Assets	9,961
Other Compr. Net Income	240
Other Expenses	990,283
Other Liabilities	0
Other Net Income	0
Other Revenues	1,356,775
Property and equipment	258,923
Selling and Marketing Expense	186,418

Output Variable	Value in 1000 USD
Assets	1,370,574
Liabilities	238,055
Expenses	1,277,269
Revenues	1,356,775
Stockholders Equity	1,132,519
Net Income	79,506
Comprehensive Net Income	79,746
BaseVar	2,121,456
ECR before LimitedLiability	80%
Economic Capital Ratio	201%