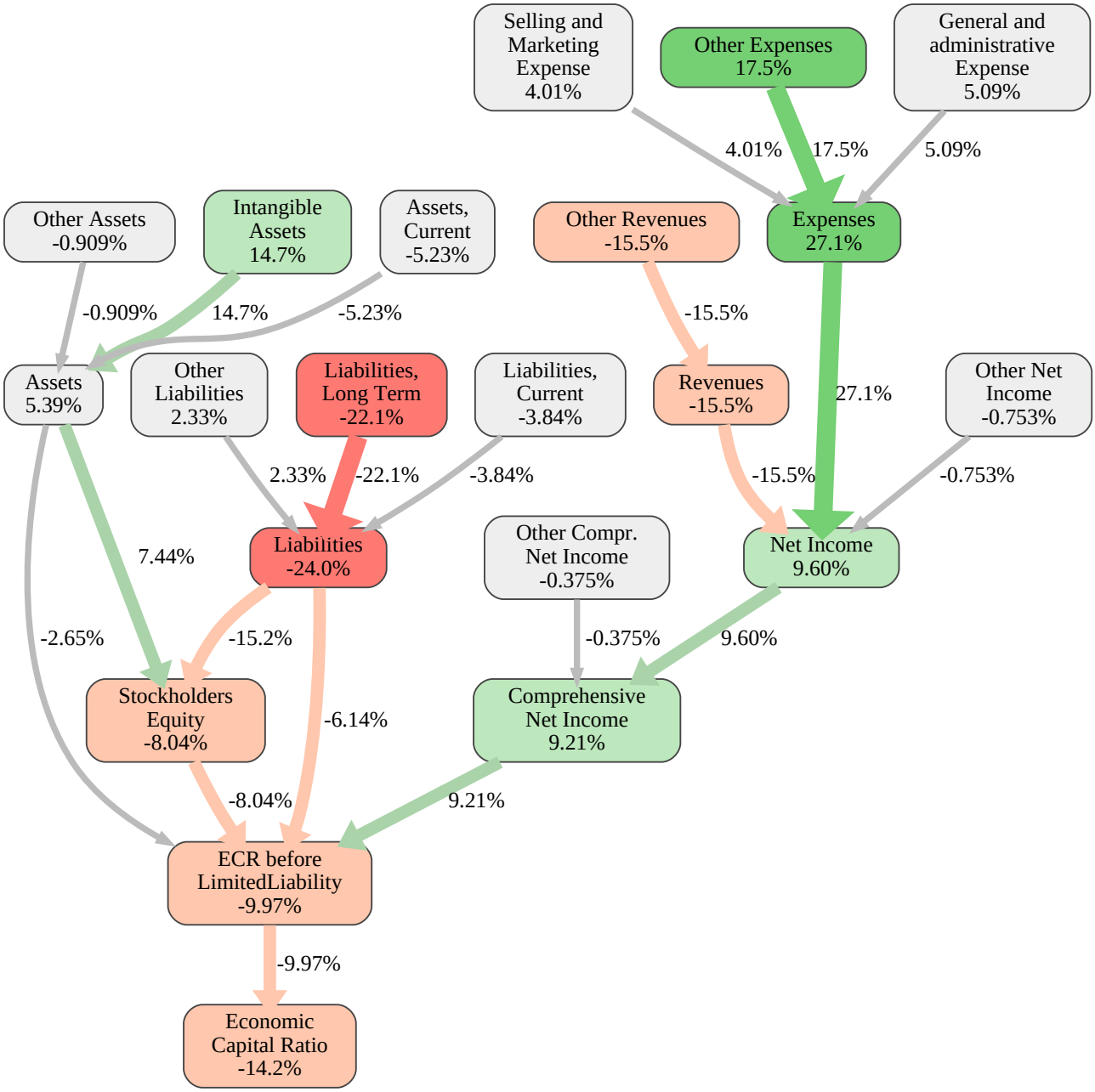
FOOD 2012

General Mills INC
Rank 30 of 44



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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 27% points.The greatest weakness of General Mills INC is the variable Liabilities, reducing the Economic Capital Ratio by 24% points.

The company's Economic Capital Ratio, given in the ranking table, is 160%, being 14% points below the market average of 175%.

Input Variable	Value in 1000 USD
Assets, Current	3,902,000
General and administrative Expense	0
Intangible Assets	10,564,100
Liabilities, Current	3,659,200
Liabilities, Long Term	7,275,700
Other Assets	862,500
Other Compr. Net Income	0
Other Expenses	13,190,500
Other Liabilities	1,127,400
Other Net Income	108,600
Other Revenues	14,880,200
Property and equipment	3,345,900
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	18,674,500
Liabilities	12,062,300
Expenses	13,190,500
Revenues	14,880,200
Stockholders Equity	6,612,200
Net Income	1,798,300
Comprehensive Net Income	1,798,300
BaseVar	29,458,050
ECR before LimitedLiability	33%
Economic Capital Ratio	160%