





FOOD 2012

Thanksgiving Coffee CO INC
Rank 35 of 44

**THANKS
GIVING
COFFEE**

The relative strengths and weaknesses of Thanksgiving Coffee CO 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 Thanksgiving Coffee CO INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 32% points. The greatest weakness of Thanksgiving Coffee CO INC is the variable Other Expenses, reducing the Economic Capital Ratio by 120% points.

The company's Economic Capital Ratio, given in the ranking table, is 154%, being 21% points below the market average of 175%.

Input Variable	Value in 1000 USD
Assets, Current	822
General and administrative Expense	0
Intangible Assets	2.0
Liabilities, Current	634
Liabilities, Long Term	0
Other Assets	0.55
Other Compr. Net Income	0
Other Expenses	4,512
Other Liabilities	116
Other Net Income	241
Other Revenues	4,292
Property and equipment	402
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	1,227
Liabilities	750
Expenses	4,512
Revenues	4,292
Stockholders Equity	477
Net Income	21
Comprehensive Net Income	21
BaseVar	5,511
ECR before LimitedLiability	26%
Economic Capital Ratio	154%