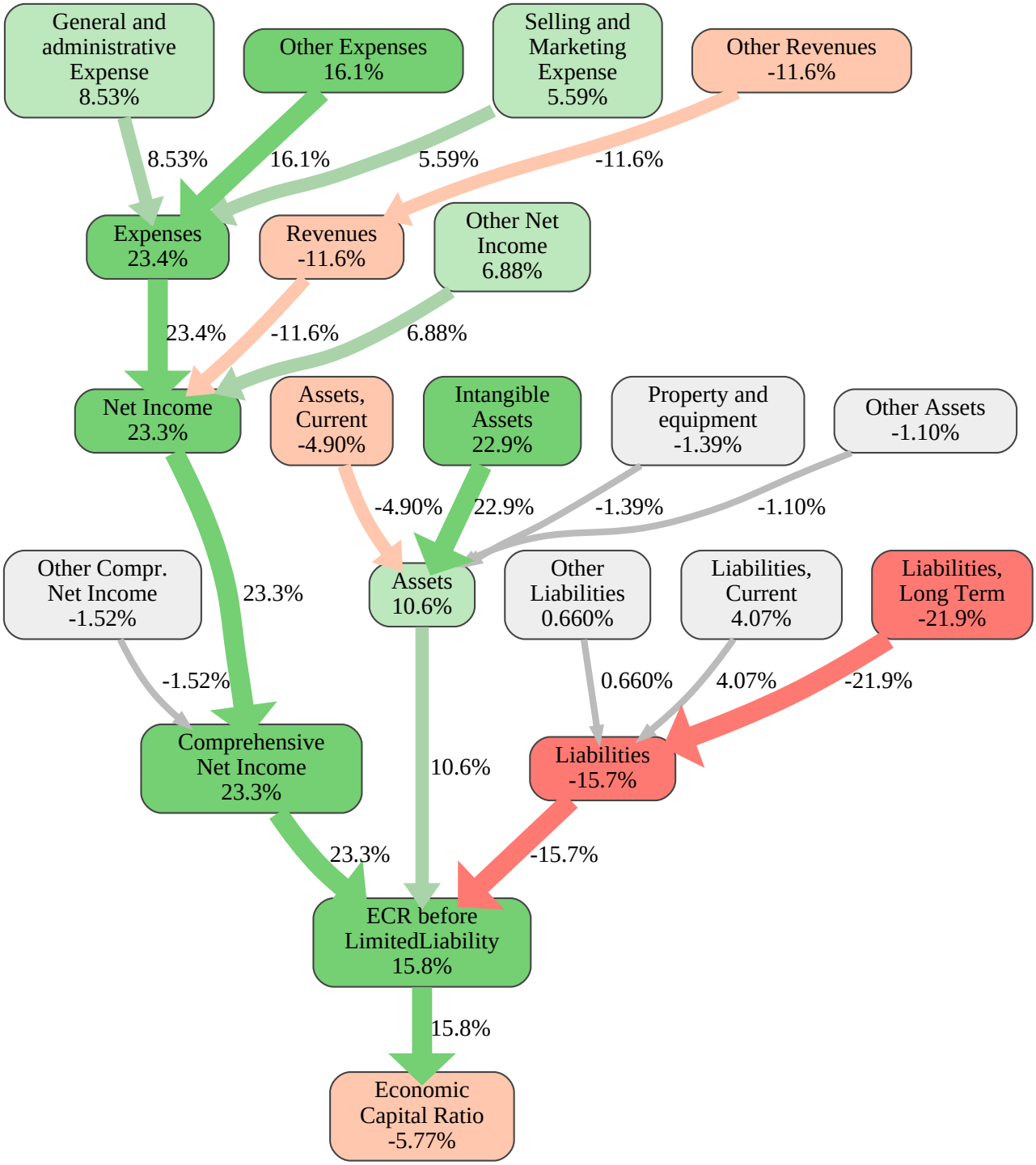
FOOD 2017

General Mills INC
Rank 25 of 43



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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 23% points.The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 152%, being 5.8% points below the market average of 158%.

Input Variable	Value in 1000 USD
Assets, Current	3,937,200
General and administrative Expense	0
Intangible Assets	13,279,800
Liabilities, Current	5,014,700
Liabilities, Long Term	9,145,300
Other Assets	751,700
Other Compr. Net Income	-340,900
Other Expenses	15,062,900
Other Liabilities	1,399,600
Other Net Income	236,600
Other Revenues	16,563,100
Property and equipment	3,743,600
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	21,712,300
Liabilities	15,559,600
Expenses	15,062,900
Revenues	16,563,100
Stockholders Equity	6,152,700
Net Income	1,736,800
Comprehensive Net Income	1,395,900
BaseVar	34,737,700
ECR before LimitedLiability	24%
Economic Capital Ratio	152%