





FOOD 2011

Hershey CO  
Rank 16 of 16



The relative strengths and weaknesses of Hershey CO 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 Hershey CO compared to the market average is the variable Other Liabilities, increasing the Economic Capital Ratio by 10% points. The greatest weakness of Hershey CO is the variable Stockholders Equity, reducing the Economic Capital Ratio by 43% points.

The company's Economic Capital Ratio, given in the ranking table, is 127%, being 43% points below the market average of 170%.

| Input Variable                     | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current                    | 2,005,217         |
| General and administrative Expense | 0                 |
| Intangible Assets                  | 647,214           |
| Liabilities, Current               | 1,298,845         |
| Liabilities, Long Term             | 2,036,286         |
| Other Assets                       | 182,599           |
| Other Compr. Net Income            | 0                 |
| Other Expenses                     | 5,161,210         |
| Other Liabilities                  | 0                 |
| Other Net Income                   | 0                 |
| Other Revenues                     | 5,671,009         |
| Property and equipment             | 1,437,702         |
| Selling and Marketing Expense      | 0                 |

| Output Variable             | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets                      | 4,272,732         |
| Liabilities                 | 3,335,131         |
| Expenses                    | 5,161,210         |
| Revenues                    | 5,671,009         |
| Stockholders Equity         | 937,601           |
| Net Income                  | 509,799           |
| Comprehensive Net Income    | 509,799           |
| BaseVar                     | 14,744,473        |
| ECR before LimitedLiability | 53%               |
| Economic Capital Ratio      | 127%              |