



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 58% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 226%, being 72% points above the market average of 154%.

Input Variable	Value in 1000 USD
Assets, Current	1,322,956
General and administrative Expense	219,010
Intangible Assets	1,306,428
Liabilities, Current	519,987
Liabilities, Long Term	0
Other Assets	42,109
Other Compr. Net Income	23,903
Other Expenses	2,825,423
Other Liabilities	0
Other Net Income	30,228
Other Revenues	3,859,198
Property and equipment	944,296
Selling and Marketing Expense	481,493

Output Variable	Value in 1000 USD
Assets	3,615,789
Liabilities	519,987
Expenses	3,525,926
Revenues	3,859,198
Stockholders Equity	3,095,802
Net Income	363,500
Comprehensive Net Income	387,403
BaseVar	9,581,536
ECR before LimitedLiability	195%
Economic Capital Ratio	226%