



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 55% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 24% points.

The company's Economic Capital Ratio, given in the ranking table, is 225%, being 70% points above the market average of 155%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,521,492	Assets	3,761,548
General and administrative Expense	293,729	Liabilities	597,063
Intangible Assets	1,223,400	Expenses	3,867,821
Liabilities, Current	597,063	Revenues	4,358,100
Liabilities, Long Term	0	Stockholders Equity	3,164,485
Other Assets	31,093	Net Income	484,103
Other Compr. Net Income	-30,256	Comprehensive Net Income	453,847
Other Expenses	3,013,662	BaseVar	10,524,282
Other Liabilities	0	ECR before LimitedLiability	195%
Other Net Income	-6,176	Economic Capital Ratio	225%
Other Revenues	4,358,100		
Property and equipment	985,563		
Selling and Marketing Expense	560,430		