



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 Net Income, increasing the Economic Capital Ratio by 66% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 220%, being 84% points above the market average of 136%.

Input Variable	Value in 1000 USD
Assets, Current	2,445,520
General and administrative Expense	307,046
Intangible Assets	1,121,339
Liabilities, Current	842,988
Liabilities, Long Term	0
Other Assets	59,023
Other Compr. Net Income	-35,772
Other Expenses	3,230,470
Other Liabilities	0
Other Net Income	-11,177
Other Revenues	4,707,680
Property and equipment	1,171,425
Selling and Marketing Expense	561,573

Output Variable	Value in 1000 USD
Assets	4,797,307
Liabilities	842,988
Expenses	4,099,089
Revenues	4,707,680
Stockholders Equity	3,954,319
Net Income	597,414
Comprehensive Net Income	561,642
BaseVar	11,762,403
ECR before LimitedLiability	187%
Economic Capital Ratio	220%