



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 77% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 18% points.

The company's Economic Capital Ratio, given in the ranking table, is 219%, being 92% points above the market average of 127%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	1,517,203	Assets	4,001,577
General and administrative Expense	287,591	Liabilities	602,124
Intangible Assets	1,171,293	Expenses	4,008,437
Liabilities, Current	602,124	Revenues	4,520,031
Liabilities, Long Term	0	Stockholders Equity	3,399,453
Other Assets	19,518	Net Income	498,628
Other Compr. Net Income	-145,589	Comprehensive Net Income	353,039
Other Expenses	3,181,587	BaseVar	11,075,744
Other Liabilities	0	ECR before LimitedLiability	186%
Other Net Income	-12,966	Economic Capital Ratio	219%
Other Revenues	4,520,031		
Property and equipment	1,293,563		
Selling and Marketing Expense	539,259		