



The relative strengths and weaknesses of Her Imports 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 Her Imports compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 241% points. The greatest weakness of Her Imports is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 197% points.

The company's Economic Capital Ratio, given in the ranking table, is 396%, being 168% points above the market average of 229%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	2,472	Assets	4,659
Assets, Non-Current	307	Liabilities	850
Cost of Goods and Services Sold	6,706	Expenses	12,712
Depreciation, Depletion, Amortization	0	Revenues	13,287
General and Administrative Expense	632	Stockholders Equity	3,808
Intangible Assets	1,879	Net Income	1,948
Liabilities, Current	850	Comprehensive Net Income	1,948
Liabilities, Non-Current	0	BaseVar	23,283
Other Assets	0	ECR before LimitedLiability	315%
Other Compr. Net Income	0	Economic Capital Ratio	396%
Other Expenses	5,373		
Other Liabilities	0		
Other Net Income	1,373		
Other Revenues	13,287		
Research and Development Expense	0		
Selling Expense	0		