



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 Liabilities, increasing the Economic Capital Ratio by 151% points. The greatest weakness of Her Imports is the variable Other Expenses, reducing the Economic Capital Ratio by 146% points.

The company's Economic Capital Ratio, given in the ranking table, is 367%, being 152% points above the market average of 215%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	3,136	Assets	11,838
Assets, Non-Current	292	Liabilities	1,134
Cost of Goods and Services Sold	0	Expenses	15,106
Depreciation, Depletion, Amortization	0	Revenues	16,069
General and Administrative Expense	1,302	Stockholders Equity	10,704
Intangible Assets	8,200	Net Income	947
Liabilities, Current	1,134	Comprehensive Net Income	947
Liabilities, Non-Current	0	BaseVar	29,880
Other Assets	209	ECR before LimitedLiability	271%
Other Compr. Net Income	0	Economic Capital Ratio	367%
Other Expenses	13,805		
Other Liabilities	0		
Other Net Income	-16		
Other Revenues	16,069		
Research and Development Expense	0		
Selling Expense	0		