



The relative strengths and weaknesses of General Mills 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 General Mills INC compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 70% points. The greatest weakness of General Mills INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 63% points.

The company's Economic Capital Ratio, given in the ranking table, is 52%, being 107% points above the market average of -55%.

Input Variable	Value in 1000 USD
Assets, Current	3,785,700
General and administrative Expense	0
Intangible Assets	13,551,900
Liabilities, Current	4,890,100
Liabilities, Long Term	9,352,500
Other Assets	843,600
Other Compr. Net Income	-970,400
Other Expenses	16,455,200
Other Liabilities	1,550,300
Other Net Income	46,200
Other Revenues	17,630,300
Property and equipment	3,783,300
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	21,964,500
Liabilities	15,792,900
Expenses	16,455,200
Revenues	17,630,300
Stockholders Equity	6,171,600
Net Income	1,221,300
Comprehensive Net Income	716,692
Economic Capital Ratio	52%