



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 89% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 37% points.

The company's Economic Capital Ratio, given in the ranking table, is 242%, being 183% points above the market average of 59%.

Input Variable	Value in 1000 USD
Assets, Current	1,521,492
General and administrative Expense	293,729
Intangible Assets	1,223,400
Liabilities, Current	597,063
Liabilities, Long Term	0
Other Assets	31,093
Other Compr. Net Income	-30,256
Other Expenses	3,013,662
Other Liabilities	0
Other Net Income	-6,176
Other Revenues	4,358,100
Property and equipment	985,563
Selling and Marketing Expense	560,430

Output Variable	Value in 1000 USD
Assets	3,761,548
Liabilities	597,063
Expenses	3,867,821
Revenues	4,358,100
Stockholders Equity	3,164,485
Net Income	484,103
Comprehensive Net Income	468,370
Economic Capital Ratio	242%