



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 140% points. The greatest weakness of Keurig Green Mountain INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 27% points.

The company's Economic Capital Ratio, given in the ranking table, is 239%, being 294% points above the market average of -55%.

Input Variable	Value in 1000 USD
Assets, Current	1,517,203
General and administrative Expense	287,591
Intangible Assets	1,171,293
Liabilities, Current	602,124
Liabilities, Long Term	0
Other Assets	19,518
Other Compr. Net Income	-145,589
Other Expenses	3,181,587
Other Liabilities	0
Other Net Income	-12,966
Other Revenues	4,520,031
Property and equipment	1,293,563
Selling and Marketing Expense	539,259

Output Variable	Value in 1000 USD
Assets	4,001,577
Liabilities	602,124
Expenses	4,008,437
Revenues	4,520,031
Stockholders Equity	3,399,453
Net Income	498,628
Comprehensive Net Income	422,922
Economic Capital Ratio	239%