





The relative strengths and weaknesses of Thanksgiving Coffee Co 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 Thanksgiving Coffee Co INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 188% points. The greatest weakness of Thanksgiving Coffee Co INC is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 112% points.

The company's Economic Capital Ratio, given in the ranking table, is 143%, being 60% points above the market average of 84%.

Input Variable	Value in 1000 USD
Assets, Current	915
General and administrative Expense	769
Intangible Assets	0
Liabilities, Current	333
Liabilities, Long Term	469
Other Assets	804
Other Compr. Net Income	0
Other Expenses	2,298
Other Liabilities	0
Other Net Income	-29
Other Revenues	4,166
Property and equipment	0
Selling and Marketing Expense	801

Output Variable	Value in 1000 USD
Assets	1,719
Liabilities	802
Expenses	3,868
Revenues	4,166
Stockholders Equity	917
Net Income	269
Comprehensive Net Income	269
Economic Capital Ratio	143%