





The relative strengths and weaknesses of Rocky Mountain Chocolate Factory 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 Rocky Mountain Chocolate Factory Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 44% points. The greatest weakness of Rocky Mountain Chocolate Factory Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 35% points.

The company's Economic Capital Ratio, given in the ranking table, is 204%, being 39% points above the market average of 165%.

<b>Input Variable</b>	<b>Value in 1000 USD</b>
Assets, Current	14,266
General and administrative Expense	0
Intangible Assets	1,047
Liabilities, Current	4,736
Liabilities, Long Term	0
Other Assets	5,123
Other Compr. Net Income	0
Other Expenses	32,256
Other Liabilities	0
Other Net Income	-50
Other Revenues	34,545
Property and equipment	5,786
Selling and Marketing Expense	0

<b>Output Variable</b>	<b>Value in 1000 USD</b>
Assets	26,222
Liabilities	4,736
Expenses	32,256
Revenues	34,545
Stockholders Equity	21,486
Net Income	2,239
Comprehensive Net Income	2,239
ECR before Limited Liability	84%
Economic Capital Ratio	204%