



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 47% points. The greatest weakness of Rocky Mountain Chocolate Factory Inc is the variable Expenses, reducing the Economic Capital Ratio by 19% points.

The company's Economic Capital Ratio, given in the ranking table, is 195%, being 38% points above the market average of 157%.

Input Variable	Value in 1000 USD
Assets, Current	13,612
General and administrative Expense	5,736
Intangible Assets	3,746
Liabilities, Current	5,607
Liabilities, Long Term	0
Other Assets	4,522
Other Compr. Net Income	0
Other Expenses	23,168
Other Liabilities	0
Other Net Income	11
Other Revenues	31,850
Property and equipment	5,938
Selling and Marketing Expense	1,923

Output Variable	Value in 1000 USD
Assets	27,817
Liabilities	5,607
Expenses	30,827
Revenues	31,850
Stockholders Equity	22,211
Net Income	1,034
Comprehensive Net Income	1,034
ECR before Limited Liability	73%
Economic Capital Ratio	195%