



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 Stockholders Equity, increasing the Economic Capital Ratio by 44% points. The greatest weakness of Rocky Mountain Chocolate Factory Inc is the variable General and administrative Expense, reducing the Economic Capital Ratio by 29% points.

The company's Economic Capital Ratio, given in the ranking table, is 188%, being 36% points above the market average of 153%.

Input Variable	Value in 1000 USD
Assets, Current	14,998
General and administrative Expense	7,456
Intangible Assets	2,501
Liabilities, Current	5,312
Liabilities, Long Term	0
Other Assets	3,931
Other Compr. Net Income	0
Other Expenses	21,235
Other Liabilities	0
Other Net Income	336
Other Revenues	29,489
Property and equipment	5,451
Selling and Marketing Expense	1,475

Output Variable	Value in 1000 USD
Assets	26,881
Liabilities	5,312
Expenses	30,166
Revenues	29,489
Stockholders Equity	21,569
Net Income	-342
Comprehensive Net Income	-342
ECR before Limited Liability	65%
Economic Capital Ratio	188%