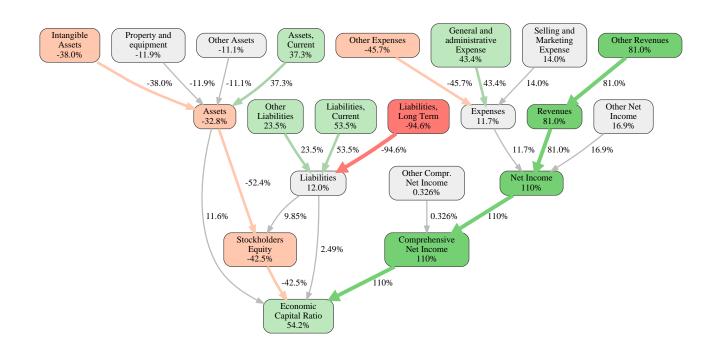


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The relative strengths and weaknesses of Blue Buffalo Pet Products Inc. are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Blue Buffalo Pet Products Inc. compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 110% points. The greatest weakness of Blue Buffalo Pet Products Inc. is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 95% points.

The company's Economic Capital Ratio, given in the ranking table, is 76%, being 54% points above the market average of 22%.

Input Variable	Value in 1000 USD
Assets, Current	485,173
General and administrative Expense	0
Intangible Assets	0
Liabilities, Current	98,827
Liabilities, Long Term	392,525
Other Assets	2,945
Other Compr. Net Income	0
Other Expenses	1,020,042
Other Liabilities	12,660
Other Net Income	505
Other Revenues	1,149,778
Property and equipment	162,232
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	650,350
Liabilities	504,012
Expenses	1,020,042
Revenues	1,149,778
Stockholders Equity	146,338
Net Income	130,241
Comprehensive Net Income	130,241
Economic Capital Ratio	76%

