



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 Comprehensive Net Income, increasing the Economic Capital Ratio by 42% points. The greatest weakness of Rocky Mountain Chocolate Factory Inc is the variable General and administrative Expense, reducing the Economic Capital Ratio by 7.7% points.

The company's Economic Capital Ratio, given in the ranking table, is 199%, being 41% points above the market average of 158%.

Input Variable	Value in 1000 USD
Assets, Current	15,439
General and administrative Expense	4,664
Intangible Assets	1,466
Liabilities, Current	8,006
Liabilities, Long Term	0
Other Assets	7,401
Other Compr. Net Income	0
Other Expenses	29,352
Other Liabilities	0
Other Net Income	-168
Other Revenues	40,457
Property and equipment	6,010
Selling and Marketing Expense	2,466

Output Variable	Value in 1000 USD
Assets	30,316
Liabilities	8,006
Expenses	36,483
Revenues	40,457
Stockholders Equity	22,310
Net Income	3,807
Comprehensive Net Income	3,807
ECR before Limited Liability	78%
Economic Capital Ratio	199%