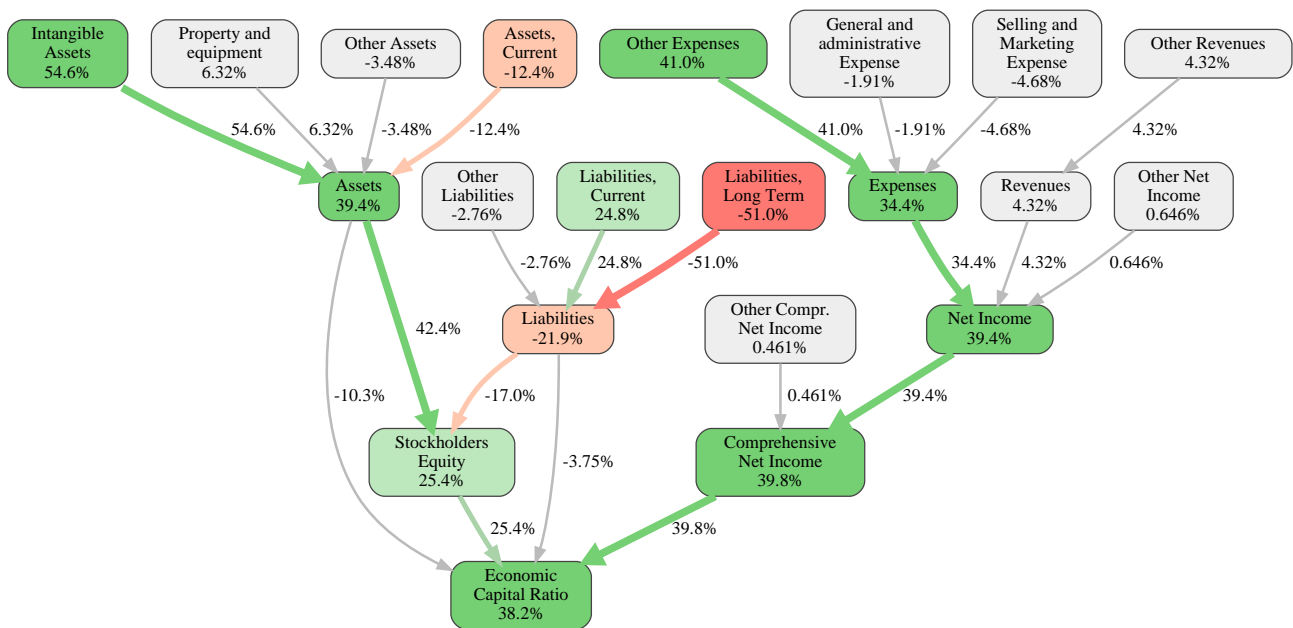




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The relative strengths and weaknesses of CAMPBELL SOUP CO are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of CAMPBELL SOUP CO compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 55% points. The greatest weakness of CAMPBELL SOUP CO is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 51% points.

The company's Economic Capital Ratio, given in the ranking table, is 60%, being 38% points above the market average of 22%.

Input Variable	Value in 1000 USD
Assets, Current	1,963,000
General and administrative Expense	617,000
Intangible Assets	7,177,000
Liabilities, Current	2,886,000
Liabilities, Long Term	4,599,000
Other Assets	409,000
Other Compr. Net Income	-3,000
Other Expenses	6,455,000
Other Liabilities	1,074,000
Other Net Income	1,000
Other Revenues	8,562,000
Property and equipment	2,343,000
Selling and Marketing Expense	734,000

Output Variable	Value in 1000 USD
Assets	11,892,000
Liabilities	8,559,000
Expenses	7,806,000
Revenues	8,562,000
Stockholders Equity	3,333,000
Net Income	757,000
Comprehensive Net Income	755,110
Economic Capital Ratio	60%