



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 Liabilities, increasing the Economic Capital Ratio by 87% points. The greatest weakness of Rocky Mountain Chocolate Factory Inc. is the variable General and administrative Expense, reducing the Economic Capital Ratio by 52% points.

The company's Economic Capital Ratio, given in the ranking table, is 195%, being 86% points above the market average of 109%.

Input Variable	Value in 1000 USD
Assets, Current	12,777
General and administrative Expense	5,258
Intangible Assets	2,655
Liabilities, Current	3,780
Liabilities, Long Term	0
Other Assets	4,367
Other Comprehensive Net Income	0
Other Expenses	19,092
Other Liabilities	0
Other Net Income	1,682
Property and equipment	5,152
Revenues	23,481
Selling and Marketing Expense	1,713

Output Variable	Value in 1000 USD
Expenses	26,063
Assets	24,951
Liabilities	3,780
Stockholders Equity	21,171
Net Income	-900
Comprehensive Net Income	-900
Asset Turnover	94%
Profit Margin	-3.8%
Return on Assets	-3.6%
Economic Capital Ratio	195%