The purpose of this paper is to provide narrative review on the triple bottom line strategy that recommends organization to not only focus on business strategy, but also to concern on the factor of social and environment. Traditionally, most business organization are more concern with their economic, financial performance or business bottom line only. However, to sustain in the long run, the organization should look at these three factor or also known as 3P, profit people and planet as their key strategy to distinguish themselves from the competitors. In this paper, the three bottom line factor is examined by describing and contrasting each factor by looking at the key parameter of each factor. Example of measurement of each factor will also be discussed. This generic narrative study uses a number of published literature and reports as a main reference. This study enhances current literature on triple bottom line theory and offer future research direction for future strategic management scholars. © 2020, Institute of Advanced Scientific Research, Inc.. All rights reserved.