

P&G Powerful, leading collection of well-known brands with 50 of the world's best-known household names making up 90% of P&G's sales and profits. Twenty-three of those brands turnover over \$1 billion dollars each in annual sales. Procter & Gamble, 2012	P&G are a product specialized company. P&G only focus on top banded, house hold, everyday, products. This stops the company's business base growing as they can only expand to new market and improve on current products to grow.
World-wide distribution Today P&G's global network sells branded products to more than 180 countries. This minimizes alot of risk of external environmental issues that can affect sales in one particular area/region.	No were else to grow The company's products are already available in nearly every country in the world, so there is not much room left to grow for the company, so P&G must rely on growing populations.
Total-Company level By operating as one Company across several businesses and markets P&G can combine the strength of all brands and categories. Acting as one Company (total-Company level) P&G can; - allocate resources more strategically and efficiently than any individual business can do on its own. - can serve more consumers in more parts of the world Procter & Gamble, 2012	Benefits less from economy pick-ups The company's business does not benefit substantially from pickups in the economy, due to the necessity label that is given to the majority of P&G's products

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Developing companies
Huge populations

Extened product range