

Marketing

[Business](#), [Marketing](#)



Identify the controllable and uncontrollable elements that Cutbacks has encountered in entering global markets. NAS. I think the controllable factors that Cutbacks has encountered entering the global market are similar to those in their domestic market. These factors include product, price, place and promotion. The Stardust's name and image connect with adjustments to fit a country's cultural tastes and expectations regarding their product, its price, where it is available and how it is marketed.

Stardust's is also able to take part in market research to be sure their product has the right fit for each of its international locations. According to the company's website, they maintain a high level of success internationally by choosing international partners who share their values and commitment to bringing the Stardust's experience to customers worldwide. The controllable elements can be altered in the long run and, usually, in the short run to adjust to changing market conditions, consumer tastes, and corporate objectives.

Some elements that are almost impossible to control by Cutbacks management include: global market are similar to those in their domestic market. These factors include product, price, place and promotion. The Stardust's name and image connect with millions of consumers around the globe. Internally, Stardust's is able to make its price, where it is available and how it is marketed. Stardust's is also able to take part in market research to be sure their product has the right fit for each of its

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