



ALEXIS VOLKOFF, CEO VOLKOFF
INDUSTRIES AND FREIGHT TRANSPORT
COMPANY

I am struggling with the recent changes in the state of global trade and transport. the economic vagaries of the year 2020 attributed to the pandemic have negatively impacted my import business. Nevertheless, I am projecting a change in business once covid-19 travel restrictions are made less stringent. As an entrepreneur, the main challenge during the pandemic is maintaining normal sales. However, economic hardships posed a huge challenge for both business and recurring clients.

❑ **Demographics**

- Age: 27 Years
- Gender: Male
- Marital Status: Single
- Income: Approximately \$50,000 Per Annum
- Nationality: American of Russian Decent
- Location: Minnesota, Minneapolis

❑ **Defining Traits**

- Entrepreneur
- Hardworking
- Lover Of Arts, Cuisines And Wine Connoisseur

☐ PROFESSIONAL BACKGROUND

Education

M.Sc. Global Trade, Georgia State University

Undergraduate Degree In Business And Commerce, Princeton University

ACCA Diploma in Business Administration

Work Experience

Upon graduation from Princeton with an undergraduate degree in business commerce, Volkoff would secure employment in a freight transport company as a junior manager. Nevertheless, 5 years later, he would enroll for the Master's degree program at Georgia state and upon graduation would proceed to start his own company.

☐ PERSONAL PREFERENCES

☐ Interests

- Cycling
- Running
- Outdoor Activities
- Kayaking
- Fondue And Italian Wines, Occasional Vodka

☐ Favorite Brands And Products

- Parmigiana Fleurier
- Bentley Betyaga
- Mercedes G-wagon
- Gucci
- Prada
- Nike

❑ **PSYCHOGRAPHICS**

Values

Work Hard And Invest More

Attain Work-life Balance

Philanthropy And Social Work

Goals

Create More Employment Opportunities For Immigrants In The USA

Generate More Revenue And Grow Business To Reach Other

Regions

Recover The Revenue Lost In The 2019-2020 Financial Year

❑ **Challenges And Frustrations**

- Changing legislations poses a huge challenge for global trade.
- Travel restrictions to contain the spread of covid-19 negatively impacted air transport.
- Political instability in former soviet union countries impacts the movement of goods and freight in europe.
- Poor weather conditions affect both air and sea transportation; thus, negatively impacting the generation of revenue.
- Economic constrains posed a huge challenge to former clients of the business.
- Changing political situation such as regional instability posed a huge challenge.
- Communication challenges when investing in new regions that are non-English speakers.

❑ **Communication**

- 80% Casual And 20% Official

❑ **Languages**

- Russia (Kiev Dialect) And English