Reflection

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If you look back, in general, I'm fine with how I did. What I really liked is that there was finally a big assignment that I have to do by myself. Because we do so much group work with our study. Now I had the change to test how I do things by myself and can choose a subject that I really like.

That also the thing that goes very well. I the beginning I had really no clue where I want to do with my research. It has to be something with CMD and something that I like. When I looked add things I really like I didn't believe it was possible to make it a CMD research about. But I did! Special beers are something I really liked and a trend analysis makes a reference with CMD.

So the subject I really liked, although I had really struggled with starting. I couldn't find a good start because it wasn't clear to me what my steps where and where I had to start. After the feedback moment that we talk about with research method I will use, I found more spirit. I know that I will do interviews and desk research. I started with finding respondents and make a good frame for my research report. I really work on my interview skills. I did 3 interviews and every time I could ask the more specific question and came early to the core I needed.

Where I'm really proud of the content I had about making a good research report but I can be always better. I learned a view thing more. Like to refer text to an interview and making a discussion.

What I will change next time is to start directly with making a good frame of the report. It gives me a good overview of what I have to do. Although, I will make my research design more clear before I start. I missed the part that I will do an interview in the beginning.

But in the end, I really liked doing this assignment. I was comfortable with my subject, had good sources from desk research and interviews. I look back on some stuff last weeks but I'm happy with the end result and I know what I can do in my own.