

ABSTRACT

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NIGHT LIGHT POPSICLE

Night Light Popsicle is a type of sleep lamp that is used in the bedroom or relaxing area by providing convenience and comfort while resting. During the night light popsicle professional work, the practitioner participates and is directly involved in the production of night light products. The involvement of the practitioner is also to identify the market for the products that have been made using the business model canvas that has been made in the business plan and production process from start to finish..

Keywords: night light popsicle, production, identification