The first generation was Sano Enichi (1882-1966). His mother, Nami (1854-1934), the 0th generation, founded Sano Timber Shop in Niimi and transported charcoal to Tamashima by Takasebune boat along River Takahashi.

Enichi returned to Niimi, first set up the timber shop Sano Shoten, then borrowed money from Nami to build his timber plant near to the proposed Niimi Station. Sano Shoten soon became the timber supplier for many major railway companies including Kokusaien, lumber stamp was $1.

The second generation, Sano Ichiro (1920-1970), took over the timber business. Okayama Sekiyu Hanbai was established. Gas station business commenced and the number of stations expanded to 12 thereafter. With severe competition from synthetic building materials, the core timber business trended down. The company found its way to real estate investments. Okayama Juken was founded. The Takahashi Bowling Center was moved to Kisuki. The first pachinko hall ENDLESS, was opened in Mizushima.

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The third generation, Sano Shintichi (1947-), succeeded and took up the President’s post in 1973. Munster Company Limited was set up. Okayama Sekiyu Hanbai and Okayama Juken were absorbed and merged, with Yamasa Sangyo as the Surviving Company.

 Applying My Own Way

Development of pachinko machine commercialized.

Pachinko PULSAR was launched. Oil shock reached its peak. This was the only time when gas stations turned into profit.

Yamasa’s new production plant in Yorishima was completed. Lease tax system was changed from Japanese Leveraged Lease to Japanese Operating Lease with call option, At Risk Rule was adopted.

Niimi Central Gas Station opened. But altogether, only 4 stations were left. The driving school was disposed.

Leasing started. Opened largest power plant, Watari DC80Mw, on March 2.

DC 350 Mw Solar power plants started operation and another DC 290 Mw plants under construction. The New Energy Business began.

Sano Shintichi took office as the Eighth President of Nicholaskyo (The Pachislot Machine Manufacturers’ Industry Association). Okayama Sekiyu Hanbai and Okayama Jaken were absorbed and merged with Yamasa Sangyo as the Surviving Company. Kadi Kai Company Limited was formed. Munster Company Limited was set up.

Mascot dog “Qoo”

11 SFR reaches about 6000 homes. 9 Vista Hotel files for civil rehabilitation; Yamasa signs sponsorship agreement (5/25).

- Aircraft leasing
- Ship leasing

BS (Total assets) Transition

Yamasa Corporation
- Aircraft leasing
- Ship leasing

Yamasa Sangyo Corporation
- Aircraft leasing
- Ship leasing

SFR

Total (Ytn)

Yamasa Company Profile

My Own Way

Shintichi wrote My Own Way.
太陽光発電事業（102発電所）2014（H26）開始（2022年1月現在）

太陽光発電所マップ（OC出力表示）
- 運用実績 563.4MW
- 2022年3月末運用 40.9MW
- 2023年3月末運用 116MW
- その他の予定 70MW
- 合計616.0MW

太陽光発電所
- 北海道
- 東北
- 関東・中部
- 北陸・近畿

SFR事業（6,105棟） 2018（H30）開始

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SFR(Single Family Rental)

6611 NWhite Dr, Glastonbury, Connecticut

624 Whippingham Pkwy Dr, Las Vegas, NV

807 White Dove Dr, McDonough, Atlanta GA