**“Thinking small” by Hirotake Yano ended up with really big results.**

Beginning in 1972, Mr. Yano started a business in Japan to sell all his merchandise for 100 yen, which eliminated the need for tagging his goods. As his business grew, his goods were priced at 100-yen multiples, which kept financial management simple. The successful business concept grew internationally with 90 stores in America and 5000 stores globally.

Mr. Yano passed away on February 12th, and **his net worth was $1.9 billion.**

Proves that sometimes thinking small and smart can pay off big.

Note for Ramen noodle lovers, today a pack of Ramen noodles cost $.75, at local Daiso stores, and is a buck or more elsewhere.

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**SOURCE:**

**Founder of Japanese discount chain Daiso dies**



By [Paul Gorduiz106](https://commons.wikimedia.org/wiki/User%3APaulGorduiz1066) via [Wikipedia Creative Commons](https://commons.wikimedia.org/wiki/File%3ADaiso_at_Robinsons_Galleria_Cebu_%282023-07-17%29.jpg)

BY[RANDALL](https://asamnews.com/author/randall/), ***AsAmNews***, FEBRUARY 19, 2024

The founder of the popular discount retailer Daiso which is credited with pioneering the dollar store business model has died of heart failure at the age of 80.

[The BBC](https://www.msn.com/en-us/money/topstories/founder-of-japanese-discount-store-daiso-dies/ar-BB1ixYTt?ocid=msedgntp&pc=DCTS&cvid=51adbe3bc83d4ffd86bde949b21bb3ee&ei=16)reports that billionaire Hirotake Yano died on February 12 and that family has already held a private funeral.

The Japanese business opened at least 90 stores in the United States with locations in California, New York, Texas, Washington, New Jersey, Arizona, and Nevada.

Bloomberg reports **the 80-year-old had a net worth of $1.9 billion when he died**. He ran his father-in-law’s fishery until it went bankrupt. He got the idea of a dollar store when he successfully began selling items from the back of a truck in 1972.

In five years, **he took his concept indoors and decided to sell everything for 100 yen to save time having to put on price tags. He expanded his business model overseas in Taiwan in 2001 and now boasts 5,000 stores worldwide.**

The retailer now sells merchandise in multiples of 100 yen.