

YSDA YASUHIRO SATO



Yasuhiro Sato & Laura Noda

Are you passionate about teeth? My guess is that not too many people are, perhaps that assumption is incorrect. Yasuhiro Sato, however, has a true passion for teeth. When he talks about his work, you can see the excitement in his eyes. When he talks about cold weather, you can see the disdain overcome him.

A dislike for cold weather brought Yasuhiro to Hawai'i from Japan. In the winter, the second floor of his parents house did not allow for an adequate heat source because they were afraid of fire, making conditions less than paradise for Yasuhiro. While living in Japan, Yasuhiro trained extensively on the entire process of making dental pieces. From crowns to bridges to inlays, Yasuhiro is the man when it comes to teeth. Which is why he currently owns and operates Yasuhiro Sato Dental Anatomy.

Yasuhiro once worked for a large dental company where the production line process drove him nuts. Each person was assigned a small task on the line, where no follow through was capable. Day in and day out, Yasuhiro thought to himself "I can do it better". And better he does. His supervisor at the time, knew Yasuhiro's capability and gave him his blessing to continue his work on his own. Yasuhiro has six steady clients and that capacity suits him. He is adamant in saying that his "goal is to do a good job", and if he were to expand, his quality might diminish. That is not a risk he is willing to take.



Yasuhiro Sato busy at work

Yasuhiro was introduced to the Hawai'i SBDC Network by the U.S. SBA. He needed assistance in writing a business plan, but his English was not fluent enough for him to go it alone. In stepped O'ahu Center Director, Laura Noda. Yasuhiro had a friend translate general ideas for a business plan from Japanese into English. With this, he and Laura were able to combine efforts and write an excellent business plan. According to Yasuhiro, "Laura took care of me. She assisted with my business loan, the steps I needed, information and estimated projections."



Some of Yasuhiro's clients, do you recognize anyone?

"Yasuhiro has quality products with quick turn around and delivery," says Noda. Adds Yasuhiro, "I want to provide quality and look at detail. They are very little things, but those little things make a difference." That difference comes from his passion. The passion that drives him everyday and makes him as happy as he has ever been.