

OPERATIONAL EXPANSION PLAN

Proposed Expansion of Regulatory Oversight Functions to Include Emerging Market Segments

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SAMPLE DELIVERABLE — Portfolio Work Product

SECTION 1 — GENERAL INFORMATION

Proposal Title: Expansion of Compliance and Oversight Functions to Include Emerging Market Segments

Submitting Organization: Client Organization (Confidential)

Divisions Affected: Compliance Division, Marketing & Advertising, Research & Development

Date of Submission: April 2026

Nature of Action: Functional Expansion — existing organizational components will extend their scope to cover newly regulated or high-growth market segments. No new divisions are being created, and no existing divisions are being dissolved.

SECTION 2 — REORGANIZATION INFORMATION

Functions to be Established:

- Product Oversight Function within the Compliance Division — responsible for evaluating and regulating products that currently fall outside defined compliance frameworks due to ambiguous market categorization.
- Advertising and Claims Review Function within the Marketing Division — responsible for reviewing and enforcing truthful advertising standards across digital and traditional channels.
- Research and Public Education Function within R&D — responsible for funding market-specific research and developing internal standards targeting inaccurate product or service claims.

Functional Statement Revisions:

- Compliance Division statement revised to include jurisdiction over products that make direct or implied performance claims in emerging categories.
- Marketing Division statement revised to explicitly include digital advertising, influencer partnerships, and online claims review.

- R&D Division statement revised to include emerging market categories as a recognized research and education domain alongside core product research.

Items Established per Component:

- Each expanded function will operate with a minimum of 6 Full-Time Equivalent (FTE) positions as outlined in Section 3.
- No organizational components are being dissolved.
- No title changes to existing divisions.

SECTION 3 — FULL-TIME EQUIVALENT (FTE) INFORMATION

The following table outlines the staffing expansion required to support each new function:

Division	Function	Proposed FTE	Total FTE
Compliance	Product Oversight	8	8
Marketing	Advertising Review	8	8
Research & Development	Research & Education	6	6
TOTAL		22	22

Position types to be added per division include compliance analysts, regulatory coordinators, public affairs specialists, and research analysts. All positions meet the recommended minimum of 6 FTE per organizational component.

SECTION 4 — BUDGET INFORMATION

Estimated annual cost of proposed expansion, based on market-rate average compensation of \$87,000 plus 30% benefits overhead:

Division	FTE Added	Est. Annual Salary	Benefits (30%)	Total Annual Cost
Compliance	8	\$696,000	\$208,800	\$904,800
Marketing	8	\$696,000	\$208,800	\$904,800
R&D	6	\$522,000	\$156,600	\$678,600
TOTAL		\$1,914,000	\$574,200	\$2,488,200

Additional one-time startup costs, including technology infrastructure, training, and program onboarding, are estimated at \$500,000 across all three divisions, bringing the total first-year investment to approximately \$2,988,200.

This investment is offset by projected reductions in compliance risk exposure, advertising liability, and operational costs associated with unmanaged market-segment growth.

SECTION 5 — ORGANIZATIONAL STRUCTURE

Current Structure:

The Compliance, Marketing, and R&D divisions each operate within their established core domains with no formal oversight authority over emerging market segments. These segments currently exist in an operational grey area outside the formal jurisdiction of any internal division.

Proposed Structure:

Each division will establish a defined oversight function nested within an existing relevant sub-unit:

- The Product Oversight Function sits under the existing Compliance Operations unit.
- The Advertising Review Function sits under the existing Bureau of Consumer Communications.
- The Research and Education Function sits under the existing Public Liaison and Outreach team.

This structure avoids the creation of redundant new divisions while leveraging existing expertise, infrastructure, and organizational authority. Functions are distinct and non-overlapping — Compliance covers product integrity, Marketing covers advertising claims, and R&D covers research and public education.