

The merger of two competing organizations has always had severe consequence for the sales strategy. Implications for the overall development strategy of the company are also very important. This presentation shows the mechanism of the merger in both global and country view and the diversity of the issues which were handled by the Polish team. The phases of the merger of legal entities in Poland are shown, as well as the specifics of merger when compared to other countries and the methodology used by the integration team. The document contains also financial data of the merged groups and the references to general consolidation trends in communications market. Major marketing plans are shown as the way in which the new company responded to the market requirements.