

# Business & IP Centre Hull

At Hull Libraries



## Business & IP Centre Hull Database Guides



COBRA is a unique directory of Business Opportunity Profiles (BOPs), Business Information Factsheets (BIFs), UK Market Synopses and Local Area Profiles. It comprises thousands of practical yet digestible reports, guides, factsheets and reference resources.

## Database Summary: Why Use COBRA?

COBRA (Complete Business Resource Advisor) is a key source of information and advice for anyone who wants to start a business in the UK.

### Details

- COBRA is a continually expanding business encyclopaedia with information about starting and running a business.
- COBRA's directory includes around 4,000 factsheets, market reports, contacts, funding resources and support.

### Strengths

- COBRA is a unique source of information for people starting small-scale businesses.
- Its search and browse options are easy and simple to use.
- The industry factsheets are short and simple and have a clear structure.
- COBRA has a generous download allowance.

### Weakness

- COBRA reports are limited to UK industries.
- COBRA reports do not contain many market research statistics.

### Alternatives

- For market research try Avention, Mintel, or IbisWorld

## Accessing COBRA

- We pay the subscription fees for many websites, databases, magazines and directories to help you set up, grow and protect your business ideas.
- You will need a library card to access COBRA at home or on the library computers [hull.cobwebinfo.com/](http://hull.cobwebinfo.com/)
- Conditions of use apply. Check terms and conditions on each website.

This database summary is based on a summary created by the British Library; it is reproduced with kind permission.

For British Library database summaries see:

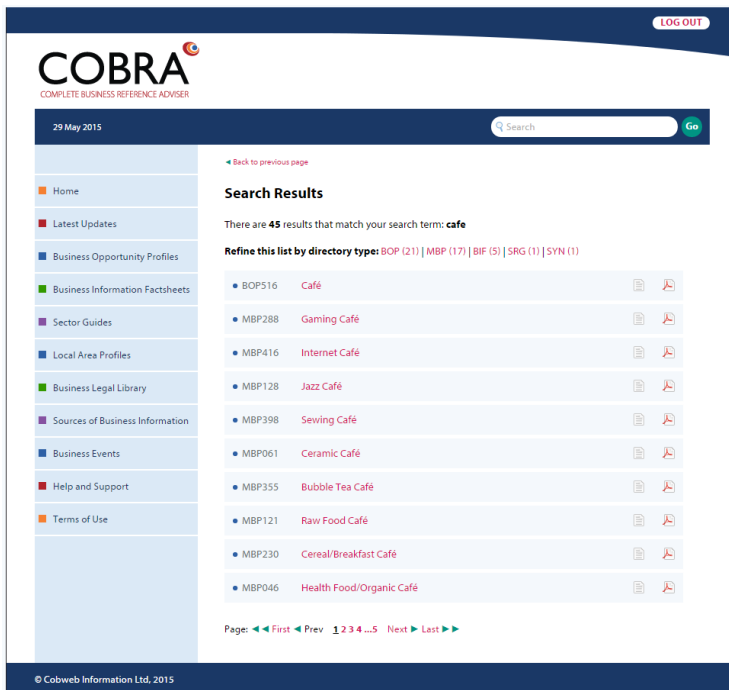
<http://www.bl.uk/eresources/business/cd-busin.html>

## How to Use Quick Search

Enter a word or phrase into the *Search* bar at the top right of the COBRA homepage and click *Go*:



Relevant documents like Business Opportunity Profiles and Business Information Factsheets will be shown in a list of search results:



Click either a document name or an icon to the right of a document to look at the corresponding factsheet or profile

## How to Download a Document

Click the following icon to open the document as a PDF:



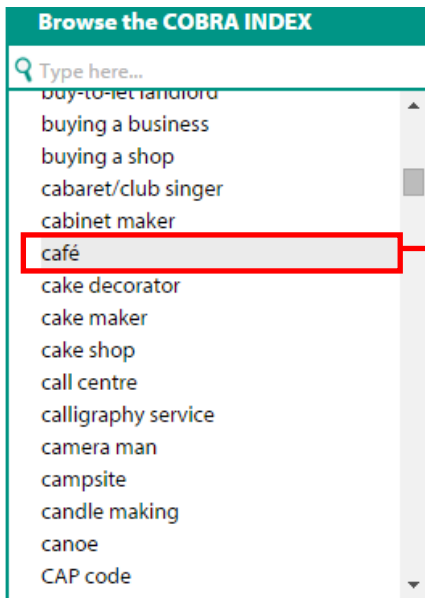
When the document is open, click the *Save* icon to download and save a copy:



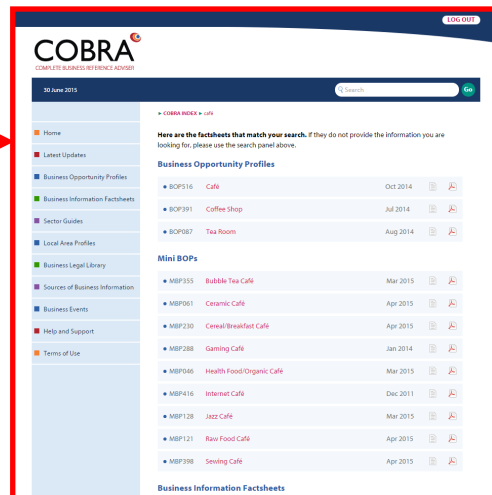
Please note that, depending on your browser, the above icon might look different .

## Using the COBRA Index

The COBRA Index is available from the COBRA homepage. To use the index either scroll through the alphabetical list or type a word or phrase into the *search* bar.



For example, click *Café* to open a list of resources related to opening a café

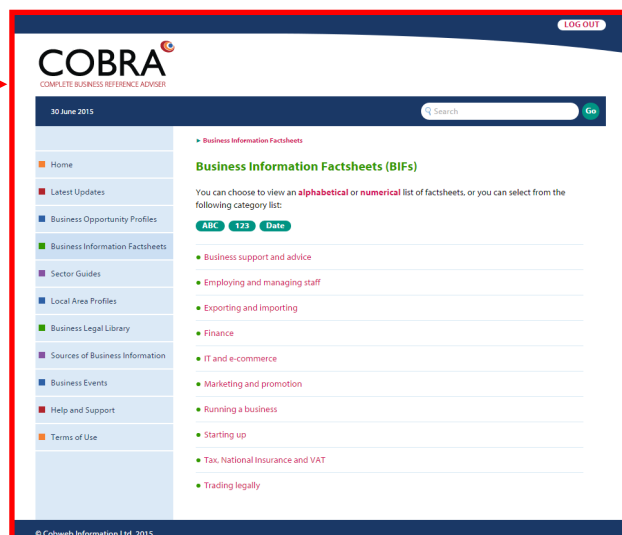


## COBRA Directory Search

The Directory Search collates information related to specific business areas. Click a category to look at factsheets, profiles and guides.



For example, click *Business Information Factsheets* to open a list of resources about starting a business, employing staff, marketing and promoting a business, etc.



This guide was updated in June 2017 and is part of a series of guides designed to help customers use BIPCHull's online resources. Please see a member of staff or contact us at [reference.library@hcandl.co.uk](mailto:reference.library@hcandl.co.uk) if you would like more information or if you would like access to the resources.

Other guides in this series include:

- A guide to Avention
- A guide to Mintel
- A guide to IbisWorld

### **The Business & IP Centre Hull**

The Business & IP Centre has extensive collections of business and Intellectual property information, plus databases. Manuals on Intellectual Property and Intellectual Property law are on the open access shelves.

Contact details:

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