

7. **COBRA** has a wide range of additional information, such as **Local Area Profiles**, guides to market sectors, a large **Business Legal Library** and lots more!

8. We offer business workshops in libraries across West Sussex to help you start up a business and use our great resource, COBRA. Details can be found on the **Library Events** pages: [www.westsussex.gov.uk/libraryevents](http://www.westsussex.gov.uk/libraryevents)

9. To sign up to our business email alerts for news about events and other business-related information go to <https://arena.westsussex.gov.uk/web/arena/businessresources>

Home
Latest Updates
Business Opportunity Profiles
Business Information Factsheets
Sector Guides
Local Area Profiles
Business Legal Library
Sources of Business Information
Business Events
Help and Support
Terms of Use

Other ways we can help you find the information you need:

- **Ask a Librarian** [www.westsussex.gov.uk/askalibrarian](http://www.westsussex.gov.uk/askalibrarian)
- **Local Clubs & Societies** [www.westsussex.gov.uk/localclubs](http://www.westsussex.gov.uk/localclubs)
- **Business** [www.westsussex.gov.uk/businessinformation](http://www.westsussex.gov.uk/businessinformation)

This guide has been produced by West Sussex County Council Library Service © 2020.



08.20

Help With...



**COBRA**  
COMPLETE BUSINESS REFERENCE ADVISOR

**COBRA** - The Complete Business Reference Adviser. A continually expanding business database with information about starting and running a small business. Access to around 4,000 factsheets, market reports, contacts, funding resources and help and support. You can access it in any West Sussex library and 24/7 from your computer, tablet or smartphone once you are a member.

1. Go to [www.westsussex.gov.uk/einformation](http://www.westsussex.gov.uk/einformation) and click on **A-Z of electronic resources**. If you are accessing COBRA from your own device you will first need to enter your library card number in the Subscriber Login box.

The screenshot shows the 'eInformation: The Online Reference Library' website. A red box highlights the 'A-Z of electronic resources' link in the top navigation bar. A second red box highlights the 'COBRA' entry under the 'C' section of the A-Z list. A text box with an arrow points to the COBRA entry, containing the instruction: '2. Scroll down and click on COBRA'. The COBRA entry text reads: '\*COBRA - The Complete Business Reference Adviser. It is a continually expanding business database with information about starting and running a small business with access to around 4,000 factsheets, market reports, contacts, funding resources and help and support.'

3. If you are looking for information about a particular line of business you can type your keyword(s) into the **Search** box (circled below) or you can open the **Business Opportunity Profiles (BOPs)** (also circled).

The screenshot shows the COBRA website interface. At the top left is the COBRA logo with the tagline 'COMPLETE BUSINESS REFERENCE ADVISER'. Below the logo is the date '1 December 2016'. A search bar with a magnifying glass icon and a 'Go' button is circled in red. On the left sidebar, the 'Business Opportunity Profiles' menu item is also circled in red. The main content area features the heading 'Research and explore COBRA guides, factsheets and reports' and a 'Browse the COBRA INDEX' section with a search input field and a list of business categories.

4. If you don't have a particular business idea in mind you can browse the **BOP** database by broad heading rather than specific job role, as shown below. Alternatively, click **alphabetical** for a full list of business ideas.

The screenshot displays the 'Business Opportunity Profiles (BOPs)' page. It includes a navigation sidebar on the left. The main content area has the heading 'Business Opportunity Profiles (BOPs)' and a sub-heading 'You can choose to view an alphabetical or numerical list of factsheets, or you can select from the following category list:'. Below this are three filter buttons: 'ABC', '123', and 'Date'. A list of business categories is shown, each with a blue dot icon: Animals and pets, Arts and crafts, Care services, Coaching and training, Farming and farm services, Fashion and accessories, and Food and drink.

5. Each **BOP** report has a wealth of detail (see **Contents** in the report below) including guidance on key skills, markets, issues of licensing, insurance and relevant legislation, together with links to key organisation websites.

All **COBRA** reports can be printed, saved or emailed.

The screenshot shows a detailed Business Opportunity Profile for 'Plant Nursery'. The page has a left sidebar with navigation options like 'Home', 'Latest Updates', 'Business Opportunity Profiles', etc. The main content area includes the title 'Plant Nursery', the subtitle 'Business Opportunity Profile BOP159 - February 2015', and 'Print' and 'PDF' icons. Below this is a 'Contents' section with a list of topics: Introduction, What qualifications and skills are required?, What are the key market issues and trends?, Trading and legal issues, Legislation, and Further information. The 'Introduction' section is currently selected and expanded.

6. The other key database within **COBRA** is the **Business Information Factsheets**. These are reports that cover the basics of starting and running a business, such as opening a business bank account, introduction to PAYE and charging and accounting for VAT.

### Business Information Factsheets (BIFs)

You can choose to view an **alphabetical** or **numerical** list of factsheets, or you can select from the following category list:

**ABC** **123** **Date**

- Business support and advice
- Employing and managing staff
- Exporting and importing
- Finance
- IT and e-commerce
- Marketing and promotion
- Running a business
- Starting up
- Tax, National Insurance and VAT
- Trading legally