CODE:

```
class ConsumerRecord {

    public static void sendEmailNotification (List<consumer__c> con){

        for(consumer__c c:con)

        {

            Messaging.SingleEmailMessage email = new Messaging.SingleEmailMessage();

                email.setToAddresses( new List<String>{c.email__c});

                email.setSubject('Welcome to our company');

                email.setPlainTextBody('Dear '  + ' '+ ',\n\nWelcome to MY RICE!'+'You have been
seen as a valuable customer to us. PLease continue your journey with us, while we try to
provide you with good quality resources.'+'\n'+

                        "We are proud to associate with valuable customers like you and we
look forward to collaborating with you by providing more and more exciting discounts or
even product offers too.' + '\n'

                        +'So why taking a step back, take a leap of faith and shop with us
more, while we provide with the valuable products and offers'+'\n'+'\n'+'\n'+

                        'Thankyou for buying '+ '' +'Here are some of the products that are
brought by the customers who similarly bought products like this'+'\n\n');

            Messaging.sendEmail(new List<Messaging.SingleEmailMessage>{email});


        }

    }

}
```

Trigger code:

```
trigger consumerTrigger on consumer__c (After insert) {

    if(trigger.isAfter && trigger.isInsert) {

        ConsumerRecord.sendEmailNotification(trigger.new);

    }

}
```